

PARAMOUNT  
**PEP**

2nd Group  
consisting of

**39**

PRODUCTIONS

**ALL IN A CLASS  
BY THEMSELVES**

# Make Your Letters Different

By Sam Cohen—Cincinnati

There may be some who will deny that the pen is mightier than the sword. But all agree that the pen is mighty. And the more effectively it is used, the mightier it becomes.

Every week thousands of routine letters are sent out to exhibitors from the various exchanges. Each exhibitor receives on an average of four letters. The Sales Department writes him—the Booking Department writes him—the Accessories Department writes him—the Accounting Department writes him.

Here then are four golden opportunities not only to discuss the individual departmental problem, but to preach the gospel of Paramount—to impress and emphasize the ideals of Paramount service.

But how many exchange correspondents really take advantage of these opportunities? How many of them fully appreciate the potential possibilities of these routine letters? How many of them realize that the individual who tries to make his routine letters interesting is capitalizing an age-old fact? He is utilizing the good will and pleased expectancy that every business man brings to his daily mail. He is doing even more than that. He is putting in some mighty effective sales licks, for by putting a sales or service note into a routine letter he has taken the reader unaware. He has gotten in on the ground floor, as the saying goes. Unknowingly, the reader has absorbed a selling talk of the most telling kind.

It is reasonably safe to say that the average routine letters sent out from the exchanges serve the immediate purpose for which they are written—but that is all. They are woefully deficient in those vital elements that pave the way to a broad, sympathetic understanding between the exhibitor and our company.

In the psychological make-up of every independent business man (and that includes the motion-picture exhibitor) there is a subtle antagonism towards corporations. More often than not it is unjustified; but the fact that it exists is a proven reality, not a debatable theory. If the exhibitor's cooperation is to be enlisted—if harmonious relations are to endure—then this antagonism must be overcome. Properly used, the routine letter is the most effective weapon to bring about this desired result.

Then again, in the course of business relations there will of necessity arise differences—little pin pricks of irritation—which should be settled amicably and to the satisfaction of the exhibitor. As a rule, letters of apology and explanation are written to the exhibitor **after** the latter has expressed himself in explosive disagreement and denunciation. Moreover, from the bitter experiences of the past we have come to know that whenever a new policy has been introduced, even tho' primarily for the benefit of the exhibitor, has been fought by him on the general theory that anything initiated by the company must be to his disadvantage.

This hostility is not due merely to lack of understanding, **but to lack of faith** in our fundamental aims and principles. And, in remedying this—in building up a bulwark of confidence and good will—the routine letter can render yeoman service.

Let us put to rout the ordinary routine letter! Let us make our routine letters truly representative of Paramount! Advocate the inauguration of a permanent campaign to Paramountize our daily routine letters. As an appropriate slogan, would suggest "Letters Be Different."

Yea, verily, the pen is mighty mighty!

## Late But Good



The above staff conducted that well-known peppy District Sales Convention held in Omaha recently.

We have just come in possession of the photo and state at this time that it was the efforts of this peppy outfit that made the convention one of the greatest District Sales Conventions ever held.

In the background, reading from left to right, they are: A. B. Leak, A. W. Nichols, Ben Blotcky, R. D. Thomson, and Mel Shauer.

In the foreground: R. J. McMannus, Phil Reisman, J. D. Clark, P. A. Bloch, R. C. LiBeau, and Frederick Strief.

### MR. PEP SAYS:

The man who not only does his work superbly well, but adds to it a touch of personality through great zeal, patience and persistence, making it peculiar, unique, individual, distinct, and unforgettable, is an artist.



## Winship to Foreign Department

Bill Winship, a salesman of ours and of good standing at the Los Angeles Exchange, has entered our Foreign Department under E. E. Shauer and will take charge of our Mexico City Exchange.

Bill's natural, peppy hard plugging in the field brought him this pleasant and unexpected surprise which is often the case in our organization in keeping with the policy set down by our far-sighted executives.

Bill attended one of the salesmen's schools and was at that time elected chairman of the class.

Bill has had experience in the big towns, the small ones and the styx, and it was his continual efforts to better himself that brought him this recognition.

## Get After the Roto Sections

The Home Office Accessories Department has just received a statement from each Exchange of a number of Roto Sections on hand on "MANSLAUGHTER," "HER GILDED CAGE," "LOVES OF PHARAOH" and "BLOOD AND SAND."

ACCESSORIES MEN, EXPLOITEERS, SALESMEN and BOOKERS TAKE NOTICE:

There are no restrictions on the quantities which you can sell. We have retained the old price of \$10.00 per thousand, which amounts to "A Penny A Piece."

Make this your slogan and put on a drive to move all these old Roto Sections. You should be able to approach the smallest exhibitors and to make a sale of some kind to every account playing these pictures.

The price of \$15.00 a thousand will effect only those Roto Sections which will be furnished on forthcoming productions.

## Sam Sells 'Sessories

Here is some proof that the talks on accessories at Philadelphia's recent convention are beginning to bear fruit.

Mr. Sam Freedman, covering Zone 7, obtained an accessories order from the Opera House, Columbia, Pa., which is larger in quantity and amount than ever before ordered by this particular theatre.

The order includes one's, three's, six's, twenty-four's, 22 x 28's and all the mats including full page ad mats on those shows on which they are supplied. The pictures for which these accessories were ordered are as follows:

The Old Homestead  
Blood and Sand  
The Young Rajah  
To Have and to Hold  
Face in the Fog  
Bachelor Daddy  
Over the Border  
Manslaughter  
Young Diana  
Valley of Silent Men  
Top of New York

## Selling "Paramount Exploiteer"



Here we see the magazine rack installed by Exploiteer Russell Moon at the New Haven Exchange in order to bring "The Paramount Exploiteer" more forcibly to the attention of visiting exhibitors. This is an idea that could be copied to great advantage in every office. Of course every exhibitor is supposed to receive an "Exploiteer" with his press book but many like to have them further in advance, as each issue contains many stunts that can be applied to ANY picture.

This display not only helps sell our splendid exploitation organ to Mr. Exhibitor but also keeps impressing him with the value of exploitation in general. The more we push "The Paramount Exploiteer," the more the exhibitor will think of it and use it. Moon reports that hardly an exhibitor comes to the office but that selects at least one copy to take away with him. Those coming from out of town take quite a few and read them on the train. By the time they reach home they are chock full of helpful ideas that will mean additional receipts. J. M. Rosenfield, Jr., of the Division of Exploitation, is compiling and editing a sheet that has already achieved tremendous popularity in theatre circles and it behooves each and every one of us to get behind it so that as many theatres as possible will read it and make use of its contents.

Mr. Moon's Beautebox display topping the rack is one that he made himself and which is also directing much attention on the part of exhibitors to this splendid tie-up product.

### MR. PEP SAYS:

NEVER explain—your friends do not need it and your enemies won't believe you anyway.

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

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## Opportunities Again

Is opportunity a rare thing?

Certainly opinion holds forth in a marked division in this respect. The reason for this is evident.

The person who treats opportunity as a rare thing will be presented with it just that often.

The person who looks upon opportunity as presentable day in and day out will likewise benefit by it accordingly.

It is the individual's viewpoint on opportunity that makes it presentable either in the light of abundance or scarcity.

We have said—and we say again—the opportunities for young men in our organization are in abundance if their actions change their viewpoint to such.

It has been demonstrated and is being demonstrated every day, that young men in our organization are climbing to positions that in many cases have surprised them beyond words—not because they did not think they were capable of filling the advanced position, but because their efforts, loyalty and downright hard plugging were their very lives. Then the rewards came automatically.

Remember this, a good man is in demand and in spite of what the "pessimist," "ne'er-do-well" and other peculiar forms of the living age might say, if you are capable, honest and sincere, opportunity will become a pal of yours.

We could name hundreds that have benefited by the real viewpoint of opportunity and the most recent to date is that of Bill Winship, Salesman of Los Angeles, story of which appears in this issue.

S. R. Kent stands stronger in his belief today than ever that promoting from the ranks is the best policy.

If your viewpoint on opportunity leans to rarity, change it by your actions and be one of those who receive the reward.

## "The Covered Wagon" WILL MAKE History

## In the Other Days



Mel Shauer

On first glance you couldn't guess, but upon careful scrutiny you will see that it is none other than our good friend and statesman, Mel Shauer in his younger days, about to kick a football over the fence which, incidentally, went through a window.

From the look on Mel's face we believe he was aiming for a one-sheet on the fence, even in those days when he wasn't dreaming of handling a corporation's Accessories Department.

## Station NY EX Announcing

By Viola De Bear

All previous records for cash receipts broken again. For the week ended December 30th, the New York Exchange reported a record week.

Mr. Buxbaum instructed everyone concerned to double the collections, so Mr. Weinberger, our Chief Accountant, with the aid of his assistants and the salesmen, made a strenuous drive, with the result that on Saturday morning we came within a few thousand dollars of having the desired amount.

After a short talk with Mr. Weinberger, one of our exhibitors gave us proof of his willingness to co-operate by writing out a check for \$4,000.00, which enabled us to surpass all previous records.

## A Small World

A-Mike Vogel, Pittsburgh Exploiteer, was in Bradford, Pa., recently working on "The Old Homestead."

Mike had some difficulty in getting the newspaper sufficiently interested to put over a page tie-up on this production and therefore went over to see the rival paper, which at first was not very enthusiastic until Mike mentioned that he was from Paramount.

That was the finishing touch.

The editor jumped up and said: "My name is Mr. Milligan, and I am the daddy of Wallace Milligan."

Wallace naturally hailing from our Cincinnati office proved the absent treatment for a successful tie-up.

As Mike says, it is needless to say that a good time was had by all and that day by day we are growing better and better.



## Look For "The Covered Wagon"

### A New Year's Prayer

Ben Blotcky, Branch Manager at Kansas City, received a most unique reply to his circular letter under date of December 27th. The reply was in the form of a pretty Christmas card which read:

"May the Christmastide bring you gifts most rare,  
And the New Year Joy is my earnest prayer."

JACK H. ROTH.

However, the writer, Mr. Roth, crossed out a few words on the card and made it read thus: "May the Christmastide bring me gifts 39 most rare,  
And the New Year, supers, is my earnest prayer."

We'll say that this exhibitor realizes the value of the 39.

### Now Comes Dramatics

The Dramatic Committee of the Paramount Club, Home Office, is arranging for the presentation of three one-act plays the middle of February.

A. M. Botsford will direct "The Bracelet," by Alfred Suto; E. C. Norrington will direct "Society Notes," by Duffy West and Dr. Max Simon will direct "The End of The Book," by Henry Myers.

A try-out was held recently where the casting was decided upon by the Committee. Among those to appear in the plays are: Pat Kearney, H. S. Jacobs, Wm. Legay, John Rosenfield, Miss A. E. Schlesinger, Margaret Russell, Mrs. E. Peters, W. J. Stanton and others—sixteen in all.

L. J. Bamberger is Chairman of the Dramatic Committee which comes under the head of the Entertainment Committee.

### Frawley Surprised

G. B. J. Frawley, Chief of the Exchange Accounting and Sales Statistical Departments, was agreeably surprised during the holiday with a most beautiful gift from members of his department.

He received a handsome black leather traveling case, fully equipped, and also a beautiful black leather wallet to match.

Mr. Frawley wishes to thank each member of his department for such a wonderful thought and states that it was indeed a most pleasant surprise to him.

### Every Month Economy Month

P. H. Stilson draws to the attention of the Foreign Department the fact that when Mr. E. E. Shauer issued cards for bulletin concerning Economy Month that thoughtfully Mr. Shauer did not restrict the card to any particular month so Stilson says the card is going to remain on the Traffic Department wall until it wears out as a frequent reminder that every month is Economy Month.

### Milwaukee Christmas Party



The Milwaukee Exchange were not to be outdone over the holidays and on the afternoon of Christmas Eve a lively Christmas party was enjoyed in the Exchange, as is evidenced by the above photo.

Seated, from left to right: Miss Norma Puhlman, H. A. Simons, Miss Marcella Claffey, Miss Eleanor Duffy, and Miss A. Niedzwiecki.

Standing, from left to right: Bert Strecek, Joe Imhof, Miss Ida Saybel, Miss Viola Scheibe, E. L. Byers, Miss Esther Baron, Miss Gladys Schoemann, Miss Lillian Schreiber, Howard Kappe, Miss Sadie Altenbach, Miss A. Winter, R. C. Gary, Miss Marie Luecking, Miss Florence Block, and R. F. McQueen.

### Gartner Puts Over Big Tie-Up

We take great pleasure in announcing that Charles L. Gartner of our Publicity Department, announces to the palpitating office force that he will be at home with a brand new wife any and all times after January 15th in his new apartment.

Your Paramount Pep Club card will admit you at the door.

### Brink-Robinson

Earl R. Brink, Booking Manager at the Buffalo Office, and Gladys Marion Robinson, Secretary to Mr. Moritz, have just crossed the Rubicon and are standing with patent leathered feet at the Great Divide which separates single blessedness and marital bliss.

Earl on his last visit to New York stole away from the boys and purchased one of Tiffany's Gems set in platinum.

Knighthood is in Flower again and Gladys tells us that some sunny day in June we'll hear the strains of Lohengrin's Wedding March in the Little Church Around the Corner.

The boys are looking forward to smoking some of Earl's cigars and rest assured the Locale will not be in the Sahara Desert. We will have two or three other surprises in the near future, which will furnish enough material for another Hollywood. James Cruze, please note.

## Accessories Boys



We take a great deal of pleasure in introducing two boys of our Wilkes-Barre Exchange Accessories Department. On the right is W. A. Walters, Accessories Manager, and on the left is J. P. Naughton, his Assistant.

The boys say they are all set to make that section of the Keystone State hum.

## Kansas City Breezes

By Billie Mistele

Our Inspection Department put on their annual Christmas dinner on Saturday, December 23rd. The department was prettily decorated with Christmas colors, and the spread was fit for a king. The honored guests were Mr. R. C. LiBeau, Mr. A. H. Cole, Mr. J. H. States and Mr. Harry C. Hays of the Booking Department; Mr. William Bruegging and Mr. Floyd Goode of the Shipping Department. They all had a jolly good time and all partook so liberally of the delicacies that lay before them that they were obliged to pass up the plum pudding. The true Christmas spirit prevailed and Messrs. Hays, Bruegging and Goode were presented with cigars and cigarettes, while Miss Libby Ludwig, Head Inspector, was given a beautiful set of silver knives and forks by her girls.

One of our visitors during the Christmas holidays was Mrs. Anna LaGendre, Cashier of the Des Moines Exchange. We were all glad to see Mrs. LaGendre and hope that she had as joyous a Christmas as we did.

After having quite a bit of Christmas cheer over the holidays, there was just a little doubt in Dixie's mind, our very congenial and good looking ledger clerk, as to whether or not she would strike a balance, but she surprised herself and struck it right off the reel. However, this is not unusual—because she most generally does—after which you can hear her sigh all over the office.

## Toronto Tattle

By G. A. Smith

The Bachelor's Brigade is to suffer another loss we hear. There is a certain very charming young lady who is proudly displaying a diamond ring which she says she got from Eddie Zorn.

DIED

December 28, 1922

The Hopes of Our Bowlers.

A. J. FERTE

76

G. E. AKERS

70

Requiescat in Pace!

## Winnipeg Notes

By L. Margolis

Following Mr. Levant's resignation, Mr. Percy Crowe, who was in charge of the Accessories Department, was promoted to the office of Booker, and Mr. Lance McCandless, former Shipper, is now in charge of the Accessories Department. Mr. Robert Hutchison, who is our new addition to this exchange, will be in charge of the Shipping Department. Welcome to our fold, Bob!

Miss Hetherington and Miss Margolis took advantage of the long week-end and went West and East, respectively, and though Kipling says that "East is East and West is West, and never the twain shall meet," still East and West met in this office on Tuesday morning, after having enjoyed a nice holiday.

## A Wilkes-Barre Duet



Wilkes-Barre boasts of some pretty girls, and we'll say the Exchange got two of them.

They are known as the rice pudding sisters.

On the right is Sue Foerter, Cashier and on the left is Hilda Evans, Executive Stenographer.



## Cincinnati Chatter

By Samuel Cohen

Christmas has come and gone but it will be many a day before we forget the fun we had exchanging gifts.

And to make it doubly thrilling, Mr. Strief, who was Branch Manager at Cincinnati before he was transferred to Minneapolis, paid us a surprise visit at just the psychological moment.

It is authoritatively whispered that New Year's resolutions are being freely made. We suggest the following to which everyone should enthusiastically subscribe: Resolved that during the year 1923, I will make an honest effort to cultivate a sense of humor.

Our idea of poetic justice would be to take Dad to see Thomas Meighan's latest picture, "BACK HOME AND BROKE," the day after Christmas.

Several of the girls have provided themselves with calendar banks. These banks are supposed to encourage daily saving, but what they really do is to encourage the girls to become great financiers. As far as we have been able to find out, the banks are almost half full already and not one of the fair bank owners has contributed a cent. How do they do it?

The prize exhibitor letter received this week reads as follows: "The writer is acting as manager, press agent, ticket taker, chief bouncer and janitor; and working for his health. We sleep in the gutter and board at the pump. Business is not bad—it is moribund—whatever that is."

Someone gave Angela Molden a doll for Christmas. We always were of the opinion that when Angie wears her red hat with veil attached she doesn't look a day older than nine years.

## Blood and Sand Recipes

**B. & S Sandwich**—Small piece of steak, over which a fried egg and covered with the natural steak juice. Use toast or bread. Potatoes and gravy on the side.

**B & S Sundae**—Peach ice cream, marshmallow, cherry and whipped cream, colored red.

These were specialties offered by a restaurant and confectioner catering to 1,400 students of Miami College, Ohio—originated and advertised for the local people by Harry Swift, Cincinnati Exploiteer. At a football game Miami was represented by a huge banner reading: "Big Red has the 'Blood and Sand' to Win," and as a street stunt, Swift dumped three wagon loads of sand near the front of the theatre on top of which a red sign proclaimed the picture.

## The Exploiteer

By Bam

**Bill Danziger**, Chicago, certainly justified his exploitation of "Manslaughter" in Woodstock, Ill. This town has a population of 4,200. The attendance at the Princess the opening day was 1,200. The other two days were well above normal.

**Harry Swift**, Cincinnati, caused an exhibitor in Mayfield, Ky., to burst into verse, following his work there on "Manslaughter." Here is the poetic effusion:

"The winds have blown swiftly by,  
But SWIFT, oh boy! kept on the fly,  
Kept working throughout all the day  
To tell them 'Manslaughter' was on the way—  
A picture that they all should see,  
Even careful drivers like you and me.  
Windows decorated galore,  
Pavements painted by the score."

**George Smith**, Toronto, is rapidly expanding his mail service department. He now has exploitation campaigns on 20 pictures which he mails to exhibitors. An up-to-date list of all bookings is kept and a campaign is mailed to each theatre showing any one of these pictures at least two weeks before play date. With George just now covering the entire Dominion of Canada, something like this is a necessity. Many exhibitors have expressed their thanks for this service, have gone out and worked the suggestions and sent the evidence in clippings and photos to their benefactor.

**Dan Roche**, Chicago, has been relieved of his regular duties for the time being and put in charge by Claud Saunders of the fleet of covered wagons which will traverse the United States exploiting "The Covered Wagon." Dan arrived in New York Jan. 3rd, with the first wagon to startle the natives of Gotham.

**Kenneth Renaud**, Salt Lake City, attired seven pretty usherettes of the American Theatre, Butte, Mont., in Tudor costumes and had them cover the principal streets handing out real Tudor roses and carnations, each with a card attached reading: "Accept this little flower with the compliments of Miss Marion Davies. Wear it when you come to see 'When Knighthood Was In Flower' at the American." Result, a sensation.

**Leslie Whelan**, Washington, prepared a miniature pioneer wagon, labeled it "The Covered Wagon" and sold Senator Pepper, of Pennsylvania, the idea of being photographed looking at the miniature with the title prominently showing. Les promises this is going to be of great assistance to him on his newspaper publicity. As usual, this chap works away ahead. He also photographed an old painting on the U. S. Capitol wall of a western-bound caravan as shown in the big Paramount Picture.

# In the Foreign Field



## Messrs. Shauer and Graham



PEP'S cameraman caught E. E. Shauer, Director of our Foreign Department, and John C. Graham, Managing Director of our organization in Great Britain and the continent during their annual conference in Mr. Shauer's office.

The atmospheric conditions of the above photo lead one to believe that geographical survey is being discussed, but to the contrary, the two gentlemen were going over general distribution conditions in that section of the globe, coming under the directorship of Mr. Graham and the supervision of Mr. Shauer.

Mr. Shauer is on the left and Mr. Graham on the right.

## Another Hicks for Australia

Wilson Hicks, brother of John Hicks, has joined our Publicity Staff in Australia.

Wilson is a younger brother of J. W., and for the past four and a half years has held a high position on the Editorial Staff of the *Kansas City Star* and after two years of conducting the motion picture page, he naturally leaned towards Paramount so far that he just couldn't help himself and fell into what he says is the greatest organization in the world.

More power to the Hicks family.

## A Big Translation Job

It will be remembered that our Advertising and Publicity Departments turned out a thirty-page booklet containing short biographies of our various stars and leading players in our Stock Company at the West Coast.

Perhaps many of us did not give a thought to what this meant for the Foreign Department under E. E. Shauer.

It meant that every word of this had to be translated into Spanish and Portuguese and sent to newspapers and magazines abroad.

An English book was also sent out which was the work of Miss Josephine Doty.

Those who so successfully turned the trick for the Spanish and Portuguese language were Jose Cunha, Portuguese, and J. Ventura Sureda, Spanish.

This is another side to our organization that has developed into a very extensive and hard working department.

## Hicks Is Peptomistic

Since his return to the land of the kangaroo, Managing Director John W. Hicks, Jr., of our Australasian organization, has been making things hum. In a letter to O. R. Geyer, Manager of Publicity and Advertising for our Foreign Department, Mr. Hicks speaks of some mighty bright prospects for Paramount in that corner of the world.

He says, in part:

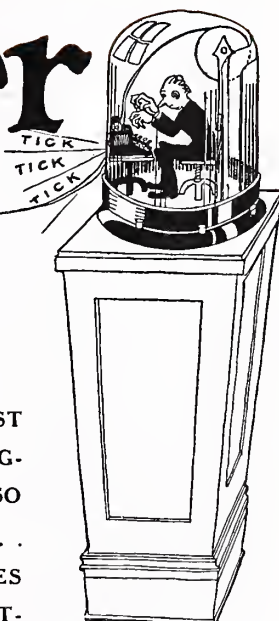
"Our announcement in 'Everyones' caused a sensation in the industry. (This was similar to the broadside fired in the trade papers in this country on our big Forty-one.) This paper went to every exhibitor in Australia and New Zealand.

Our prospects for the coming year are better than they have ever been, and with the wonderful pictures we have there is no question but what our revenue will go up considerably during 1923. We have just completed signing up practically everyone of our key center points, and next year (1923) will have a wider distribution than ever.

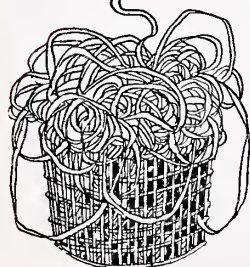
"It might interest you to know that during the week of Dec. 4th, in Sydney, Paramount will be in five of the leading first run theatres—the Haymarket and Rialto Theatres will screen 'Beyond the Rocks,' the Lyric and Lyceum Theatres will show 'The Woman Who Walked Alone,' and at the Globe Theatre will be 'Fool's Paradise.' This will make them sit up and take notice, and it is the first time here that any one brand of pictures has been in five theatres in the city for one week."



# Pep's Ticker



E. J. LUDVIGH AND WIFE SAILED LAST SATURDAY ON THE OLYMPIC FOR ENGLAND . . . J. C. GRAHAM AND WIFE ALSO SAILED ON THE SAME BOAT . . . H . . . D . . . C . . . BILL WINSHIP, LOS ANGELES SALESMAN, GOES TO FOREIGN DEPARTMENT . . . IS MADE MANAGER OF MEXICO CITY EXCHANGE . . . DAN ROCHE TO HANDLE SPECIAL WAGONS ON TOUR FOR "THE COVERED WAGON" . . . X . . . Y . . . Z . . . FRED CRESWELL IN FOR TWO DAYS LAST WEEK . . . GEORGE SCHAEFER WAS IN THURSDAY . . . B . . . R . . . T . . . BETTY COMPSON NOW SHOPPING IN NEW YORK . . . WILL RETURN TO HOLLYWOOD JANUARY 11TH . . . F . . . O . . . B . . . FEATURETTE IN "ADAM'S RIB" A MASTERPIECE . . . WILL REVOLUTIONIZE SALESMANSHIP ON BIG PRODUCTIONS . . . WE DON'T ONLY TELL 'EM BUT WE SHOW 'EM . . . ADOLPH ZUKOR CELEBRATED HIS BIRTHDAY THIS SUNDAY—CONGRATULATIONS.



# When You Get Something For Nothing—

## Exchange Knighthood



Mame Connelly

Low and behold comes forth no other celebrity than Miss Mame Connelly, switchboard operator at our Pittsburgh Exchange.

On account of Miss Connelly's qualifications for a very attractive subject, several of the newspapers in Pittsburgh are using this picture of Miss Connelly in a typical Marion Davies type—blonde hair and everything. This is an original Marion Davies costume worn in "Knighthood."

## "The Covered Wagon" Is Coming

### A Peppy Sales Talk for the Successful Selluloid Seller

to

Procure	Equitable	Prices
	that will	
Please	Every	Proprietor
	and enable him to	
Put	Each	Picture
Past	Every	Patron
Pursue	Each	Prospect
	with	
Persistent	Energetic	Plugging
Put	Enough	Punch
	in, and	
Pleasing	Entertaining	Personality
	so he will	
Prize	Entire	Program
	for	
Past	Experiences	Prove
	that	
Persistent	Effort	Pays.

JOSEPH F. SAMUELS, Salesman,  
S. L. Exch.

## Los Angeles Lispings

By A. G. Pickett

Before a large and enthusiastic audience, composed of every mother's child connected with the Los Angeles Exchange, Carroll Peacock covered himself with the glory of oratory in Mr. Traggardh's office last Saturday on the occasion of the presentation of the little Christmas gift we had secured for our manager.

Carroll had rehearsed his speech until he was letter perfect.

He managed finally to say: "Here it is," and amid the thundering applause of the enthusiastic audience, he took refuge behind a lurid handkerchief, with which he mopped his troubled brow. His voice faded out to a mere gurgle. He was completely nonplussed (whatever that is) and placed decidedly *hors de combat*.

Not to be outdone by the power of Peacock's masterful talk, Mr. Traggardh's opening remarks voiced the sentiment of the assembled crowd, in the words, "That was some speech." Christmas comes but once a year—but Carroll has already signed the pledge never to make another presentation speech.

Bill Winship is being literally overwhelmed with congratulations from all his friends on his appointment to Mexico City. Bill is a regular scout, and we're for him stronger than pig iron. Bill says he has already decided Pancho Villa will be his office boy, with Obregon as his Chief Clerk. That's Paramount Pep for you, and Bill will put that office over in the glorious style of Paramount accomplishment.

And isn't it funny someone is always stepping on the parade. Mrs. Gladys Miller, our little Maintenance Clerk, who has attended to the wants of the office in everything from a safety pin to a new typewriter, for about five years, ups and tells us she's leaving. It will surely seem funny not to see her at her desk any more, but Gladys knows full well she carries with her the best wishes of every one in the office.

Speaking of cups, that Divisional Championship Cup is surely a beautiful ornament on Mr. Traggardh's desk. Not a member of the office but who does not glow with pride every time he gazes at it. Indeed the fruits of victory are sweet. There it stands a silent tribute to the energy and efficiency of the west division during Paramount week. May it ever remain west of the Mississippi, and eastern divisions take notice—this hope is a defy. We mean it. We thank Messrs. Ballance and Weeks for their liberality, and are now taking up a collection for a glass case for it, as it will of course remain permanently on the Pacific Coast.



## That's What It Is Worth

### Why a New Word?

Epes Winthrop Sargent, editor of the "Selling the Picture to the Public," section of the Moving Picture World, seems determined that some one in the industry shall coin a brand new word that will poignantly describe an unsuccessful exploitation stunt or campaign.

Paramount Exploiters are invited to submit their ideas. He has turned down such appellations as "dud," "malploit," "backfiration," etc. Tom Walsh, of our Home Office Purchasing Department, submitted "nixploitation," which is being favorably considered, but Claud Saunders' "kluck," has the most favor so far. From our viewpoint we might well ask, "What's all the shootin' for?"

The exhibitor who advertised Rodolph Valentino in "Blood and Thunder," was certainly guilty of a kluck, or whatever it's going to be called, but Paramount Exploiters never have or never will kluck, malploit or nixploit. They are trained showmen. Occasionally a picture will "flop," that has had the most extensive and cleverest kind of an exploitation campaign.

It's the same in the legit.

Blame the show, the public or some local condition for this, but please, Mr. Sargent, don't chalk up "failure" against the Exploiter who has done his best, and if a Paramounteer, better than any one else could do it. Other exploitation men may make themselves ridiculous, but a Paramounteer never. That's one reason why they are Paramount.

BAM.

### Denver Darts

By Rick Ricketson

C. P. Redick, our golfing auditor, is paying Denver a business visit. Weather conditions have prevented the genial Redick from emulating Hagen for the Denver enthusiasts, but he certainly talks a powerful game.

H. B. Fox has joined our office force as Accessories Manager. Mr. Fox's energetic, careful, systematic handling of our advertising has already made him many friends in the territory.

H. E. Ellison, Manager of The Princess and Rialto Theatres in Denver, has pronounced "The Pride of Palomar" the greatest picture ever made. Mr. Ellison has never made this announcement in an advertisement before. He opened the picture at the Princess Theatre, November 22nd, and announced it would run indefinitely. Mr. Ellison told his story with two half-page advertisements in "The Denver Post."

There's an epidemic of sore arms in the Denver office, a vaccination compromise with old man smallpox. The City Fathers of Denver recently passed an ordinance making vaccination compulsory, in an effort to check the wide spread of the disease.

### Nine Wilkes-Barrians



Above is a portion of our Wilkes-Barre staff and reading from left to right they are: Top row, Ralph Gaimen, Harriet Hilborn, John P. Naughton, Harold Kehoe and J. A. Harris. Bottom row: Josephine Leoraw, Carol Hingerfow, Anna R. Gildea and Eora Thomas.

### Montreal's Impressions at Canadian Convention

GEORGE WEEKS

Judge Lindsay—Our Pal—Not New Here—He Knows Us—Same As Ever—Goes Thru.

JOHN CLARK

Lloyd George—Some Tenor—Some Speaker—Some Class—Some Pep—SOME MAN—Come—Back—Please.

GEORGE SCHAEFER

Theodore Roosevelt—Double Blue—Regular—High Speed—Our Kind—Talks Our Language—Hard to Beat.

MEL SHAUER

Walt Mason—There—Not Thereabouts—Makes Friends—Made Many Here—Will Make Many More—

EUGENE ZUKOR

His Dad—Smiles—Like a Summer Breeze—Unassuming—Endearing—Right or Wrong—We Are With Him.

CLAUD SAUNDERS

P. T. Barnum—Twenty-four Sheet the World—Radiating—Good Fellowship—Made Hit—Stopped Show—Comedy—Large Gobs—

A. M. BOTSFORD

John Wanamaker—He Man—Liked Canada—Canada Likes Him—Advertising Barrage—Had—Telling Effect.

A. O. DILLENBECK

Bonar Law—Silent Partner—Citizen of Laconia—Cold Type—Embarrassed—In Speech—Says Plenty—In Ideas.

OSCAR MORGAN

Paul Revere—Sent Us Along—Merry Clip—Likes Knighthood—So Do We—We'll Get Him Even—Good Luck—To Him—And Cosmo.

PARAMOUNT'S SUPER 39

Best Ever—Some Selling Plan—Watch Our Smoke—Somebody Try and Be Second.

—TOM DOWBIGGIN.



## In And Around Paramounttown

By Shirk

Christmas was a very merry one, indeed, for most of the folks in pictures and our organization celebrated it largely in the conventional manner, individually speaking, with home dinners and the exchange of greetings and presents. Now that it is over, all are looking forward to a very busy New Year. The studio is in full blast, with prospects of the finest productions ever made by any company.

The last of 1922 will see "Bella Donna" completed, it is believed. This first Pola Negri picture in America has been difficult in many respects, what with its tenseness, its high dramatic action and emotional scenes, which were wearing upon star and everyone concerned, including the producer, George Fitzmaurice. But out of it has come one of the most beautiful and striking dramas that has ever been made. Ouida Bergere did a sympathetic and masterful piece of work in adapting Robert Hichens' exotic novel. Conway Tearle, Conrad Nagel and Lois Wilson support the Polish star.

Sam Wood is going to do big things with the new production "Prodigal Daughters," in which Gloria Swanson stars. The ending, or rather the scenes just preceding the conclusion of the story which Monte Katterjohn adapted and modified from Joseph Hocking's novel, will be the most amazing that have been conceived in years, it is claimed. Just what this climax is to be no one as yet has been informed to any extent. But it will be cataclysmic in character. Ralph Graves makes a good looking leading man and Theodore Roberts, Vera Reynolds, Louise Dresser and others have fine rôles.

Astonishingly colorful is "The Law of the Lawless," in which Dorothy Dalton will star, supported by Theodore Kosloff and Charles de Roche. It would have been hard to find three persons better suited to the three leading rôles, or three rôles better suited to the individuals who play them. De Roche as a Gypsy Chieftan, Miss Dalton as a Tartar girl and Kosloff as a tartar also, have a chance for the fiery, unrestrained acting that they can do so well, while the costuming is extremely attractive. There are plenty of horseback riding, some hard fights, romance that is like a flaming meteor in its heights and swift moving, passionate eroticism. E. Lloyd Sheldon adapted the story by Konrad Bercovici, and Victor Fleming is the director.

Mary Miles Minter as the golden haired mountain heroine in "The Trail of the Lonesome Pine,"

(Continued on Page 15)

## In the Wilds of Hollywood



Cecil B. De Mille lured Adolph Zukor, our President, into the wilds of his prehistoric set of "Adam's Rib," on the latter's visit to the West Coast recently.

Mr. De Mille is explaining the why and wherefore of the costumes worn by Anna Q. Nilsson, left, and Milton Sills, right.



## On the Set

By **Matty Cohen**

I was dashing madly across the upper stage—and Rose Meyer stopped me. In a voice that fairly dripped honey, Rose inquired: "What's that on your hip, PEP?" "Sweet lady," I told her, "That's nothing but two handkerchiefs and a man size note book." "Oh!" she murmured, in a disappointed sort of voice and then lost all interest in me.

Drifting into the Transportation Department—Dave Sarecky in charge—I discovered some of the boys gathered around a cage containing a large leopard. Naturally enough, there was considerable kidding. Dave's eyes were glued on the cage as the big cat devoured a small ten pound porterhouse for lunch. Billy Eglinton, who photographed the luminaries for publication and who is also head of the still department, asked Dave what would happen if the leopard broke loose. Dave took one long look at the cat and replied, "Boy, if that animile gets *out* of the cage, I'm going to dive *in*."

Had quite an interesting argument with Bert Glennon, cameraman. Bert, by the way, photographed "Java Head," "Ebb Tide," and other well-known features. We were discussing the value of letters of recommendation. Said Bert: "—why only this morning a young chap dropped in to see me regarding a job as assistant cameraman. He was fortified with letters of recommendation from Will Hays, Jeanne Cohen and several other celebrities. The letters all praised the young fellow up to the skies—and I would have put him to work—only for one thing." "What was that, Bert?" I asked. "Those letters," he chirped, "they were all in the same handwriting."

Sonya Levien, who is known wherever there are readers of good stories, and who has just finished the script of "The Snow Bride," Alice Brady's next vehicle, told me this story and I think it good enough to pass on. A friend of hers had heard that Sonya was working at the Studio. "Tell me, what are you doing there?" asked the friend. "Writing," modestly answered Sonya. Her stock evidently dropped several points with Friend, who remarked in a catty voice, "Oh! so you're a book-keeper?"

Cameraman Bill Miller has just returned from the West Coast where he went as official photographer of the Executives' Convention. Bill and myself are great rivals for the honor of being the Official Ear-bender of the Studio. Bill talks faster—but I'm the better liar of the two—and there you are. This morning Bill was working fast on his favorite subject, "What a wonderful cameraman Bill Miller is"—in the mourning room of the Hypo Club. Interrupting him—I asked, "What did you do before you became a cameraman? What was your vocation?" Without batting an eyelash, Bill quickly answered, "The last two weeks in July."

## Jimmie Cruze



Folks, we want you to have a good look at Jim Cruze, Director of "The Covered Wagon," advance reports of which indicate it to be the biggest picture we have ever made.

It would take more than pages to tell of the hardships of Mr. Cruze and his company while on location for this production, but on second look at this picture you can see that he can stand it, he being used to living on the Western plains.

## Hiers to Marry

Following the completion of "Mr. Billings Spends His Dime," his first starring picture, Walter Hiers will leave Los Angeles January 7 for the East to take care of some important personal business matters. He will stop for a short time in Chicago January 10 to make a personal appearance at Jones, Linick & Schaefer's McVicker's theatre, and will arrive in Syracuse the following day.

On the 12th Mr. Hiers will be married in Syracuse to Miss Adah McWilliams, daughter of Mr. and Mrs. Charles McWilliams of that city and formerly of Los Angeles. The same day the prospective bride and groom plan to leave for New York, where they will spend three days, leaving for Savannah, Mr. Hiers' home town, on the 16th. Following a short visit there and in Atlanta they will return to Hollywood, where Mr. Hiers will start work in a new picture about the 24th.

The honeymoon trip is a wedding gift to the popular star from Mr. Lasky and the organization.

# Pola Negri To Be Starred in New Version of "The Cheat"

**Fitzmaurice to Direct and Jack Holt and Charles De Roche to Play Leading Male Rôles**

Pola Negri is to be starred in a new production of "The Cheat," which will be directed by George Fitzmaurice, according to an announcement by Mr. Lasky, who stated also that Jack Holt will be featured with the star and that Charles De Roche will head the supporting cast. The picture will be started at the Lasky Studio about January 22.

Produced originally nearly eight years ago by Cecil B. De Mille, "The Cheat," written by Hector Turnbull, is still regarded by many as the greatest problem-melodrama ever placed upon the screen. At the time of its release it was declared by dramatic critics to be the first motion picture of perfect dramatic construction, and its scenario has been used as a model in many books which have been written upon the art of scenario-writing.

Ouida Bergere is adapting the Turnbull photodrama. It is being entirely rewritten and modernized and will be produced with all the modern effects made possible by the advance of motion pictures during the eight years that have intervened. In the new version Miss Negri, Mr. Holt and Mr. De Roche will play the parts originally played by Fanny Ward, Jack Dean and Sessue Hayakawa. The heavy rôle made Hayakawa a star. This rôle has been altered to a Latin type and in the hands of Mr. De Roche is certain to gain both strength and realism, in the opinion of Mr. Lasky.

Mr. Fitzmaurice has long desired an opportunity to make this picture, since it appealed strongly to his sense of the intensely dramatic and possessed possibilities for acting and investiture seldom equalled in a story. Requests that it be reproduced have been received from all parts of the world and it is admitted that no rôles in fiction or drama ever offered greater opportunities than those now afforded to the principals chosen.

## Cecil B. De Mille Rescues Mechanician

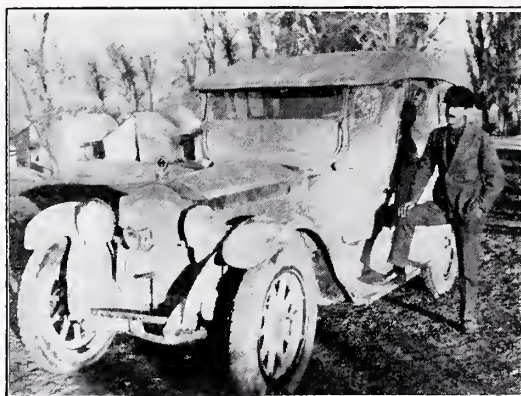
Cecil B. De Mille was the hero of a fifteen-minute struggle for life in the Pacific Ocean a mile from Los Angeles recently.

Mr. De Mille and his mechanic, Al Fear, were tuning up the De Mille speed boat, "Miss Cecilia," for an important race under the auspices of the California Yacht Club and the Los Angeles Athletic Club Motorboat Racing Association, when backfire from the carburetor spread to the gasoline tank under the sea. Both men, who were heavily bundled in sweaters, were hurled into the water and the mechanic quickly lost consciousness. Mr. De Mille held him up until rescued fifteen minutes later by a motorboat owned by Nat Walsh.

Fear was soon revived and was found to be uninjured. Mr. De Mille, however, was not so fortunate, as it was found that his eyelashes had been burned off and his eyebrows badly singed.

The speed boat, which was entirely destroyed, was built specially for the three days' race meet, which started Friday. The race for which "Miss Cecilia" was being tuned up was won by the world-famous "Miss America," owned by Gar Wood, of Detroit, with the same owner's "Miss Detroit VI," finishing second. "Mystery," owned by Frank Garbutt, also a Famous Players-Lasky executive, was third. The winner maintained an average speed of nearly sixty miles an hour.

## A Muddy Trip



While we do not wish to take on the aspect of advertising the Packard car, nevertheless we must give due credit to the old "boat" above. This car transported the principals to and from Camp Cruze and Milford, Utah, for the location scenes on "The Covered Wagon."

Tom White, the Production Superintendent, can be seen standing at the side of the car.

Many thought it was an impossibility for a car to make the trip from Milford to the wild section of the plains where Jim Cruze and his company were operating, but as Tom White says, "It stood the gaff wonderfully well."

## Melford Has Begun Next

George Melford has begun production at our Long Island Studio of his new picture, "You Can't Fool Your Wife," an original story for the screen, by Waldemar Young. A cast of stellar proportions has been selected to enact the principal rôles and includes Leatrice Joy, Nita Naldi, Pauline Garon, Lewis Stone, Rose Tapley, William Burruss and Tom Kerrigan.

"You Can't Fool Your Wife" is a modern tale with a new vamp angle, which is said to give Miss Joy and Miss Naldi a chance for unusual screen characterizations.

Exterior scenes for the picture will be made in Florida and Nassau following the completion of the work in the studio. Bert Glennon, who photographed "Java Head," Mr. Melford's last picture, will be the cameraman for this production and Cy Clegg will be Mr. Melford's assistant.



## Around Paramounttown

(Continued from Page 12)

will prove decidedly attractive and the part just fits her personality. Charles Maigne is making a fine new version of this famous tale and Antonio Moreno has the supporting lead. Will M. Ritchey adapted the book by John Fox, Jr., and the play by Eugene Walter. A mountain location afforded opportunity for big feud scenes and now the company is at the Lasky ranch for more exteriors. Ernest Torrence has a big rôle in the picture.

The hefty, jovial and altogether likable Walter Hiers is more than making good in his first star rôle in "Mr. Billings Spends His Dime," directed by Wesley Ruggles. Jacqueline Logan has the featured rôle in support. The story abounds in thrills and humor and a bullfight with Hiers as the toreador ends in a gigantic farce which comes as a complete surprise. The love interest is not forgotten. Albert Shelby Le Vino did some mighty clever work in his adaptation of the story by Dana Burnet.

When you speak of thrills mention Jack Holt in "The Tiger's Claw," the original story by Jack Cunningham which Joseph Henabery is directing. One thrill after another, they pile up like an avalanche until at the culminating point in the picture the spectator will be weak from suspense and excitement. Eva Novak has the leading feminine rôle. Holt fights a tiger weighing 750 pounds and rides a jumping horse in a mad pursuit of a runaway in which the heroine is involved. There is a strong romance and the spirit of the mysterious east is over all.

William de Mille has started "Grumpy," the compelling detective tale with its quaint central figure and the charm of a whimsical love story combined. Theodore Roberts, May McAvoy and Conrad Nagel are the three featured players and each is cast in an ideal rôle. Roberts plays the title part; Virginia is portrayed by Miss McAvoy and Nagel will play Ernest Heron. Casson Ferguson will be seen as the villain—Jarvis. Bertram Johns, Charles Ogle, Robert Bolder, Fred Huntley and Bernice Frank are also in the cast.

A beautiful set combining an exterior and several interiors in the familiar de Mille style—one of unusual excellence—has been made ready for the start of the film on one of the big Lasky stages.

The announcement by Jesse L. Lasky, first vice-president, that George Fitzmaurice would make "The Cheat" with Pola Negri starred, Jack Holt featured and Charles De Roche supporting them as the villain, is one that will stir the memories of many film patrons, for Hector Turnbull's picture which Cecil B. De Mille originally filmed, has never been excelled in the public's estimation. The new version will be a slightly modified one and of course the added facilities in screen technology will make a difference, but the plot will stand much as it was. The part which made a star of Sessue Hayakawa has been changed to a Latin type so that it will be just right for De Roche, while Miss Negri and Mr. Holt will play the wife and husband respectively. Work starts some time this month. The adaptation of the famous play by Horace Hodges and T. Wigney Percygal is by Clara Beranger.



Perhaps the most unique headquarters of any writer is the mud-chinked log cabin in our West Coast Studio where Jeanie Macpherson writes her stories for Cecil B. De Mille. Everything is carried in tune with the central motif. Even the desk where Miss Macpherson recently completed "Adam's Rib," her latest story for De Mille, is a huge log. Her ability to merge the feminine with the masculine taste displayed in this room is perhaps what has made Jeanie Macpherson a keen student of human nature and the most famous woman scenario writer. "Joan the Woman," "Don't Change Your Husband," and "Saturday Night," are originals of hers besides "Adam's Rib," while famous adaptations are "Male and Female" and "Manslaughter."

## Long Island News

By Wingart

Sonya Levien has a manifold interest in "The Snow Bride," Alice Brady's latest picture, which has just been put into production under the direction of Henry Kolker. She not only is co-author with Julie Herne of the original story, but prepared the scenario, and is now writing the action continuity of the picture during the filming of it.

"Lefty" Maurice B. Flynn, who is playing the leading male rôle opposite Alice Brady in "The Snow Bride," is continually being asked where he acquired the nick-name. To settle the question once and for all and to tell the world that he is not a prizefighter or ash-can heaver, Flynn explained that the "Lefty" was tagged on him when he was twelve years old by Hobie Baker, once brilliant Princeton athlete, who died in the world war.

## Laugh — Dar

### Not Very Dumb

An ardent angler took a friend fishing. He knew nothing about the gentle art, but was set up with all the necessary tackle and a nice, comfortable seat on the bank.

The experienced hand started fishing a few yards higher up the stream.

Presently the novice said: "How much do those red things cost?"

"I suppose you mean the 'float,'" said the angler. "That only cost ten cents."

"Well, I owe you ten cents," said the novice. "The one you lent me has sunk."

—Rod and Reel.

### True Talk

It was during the impaneling of a jury in a New England town that the following colloquy occurred between the magistrate and a talesman:

"You are a property holder?"

"Yes, your honor."

"Married or single?"

"I have been married for five years, your honor."

"Have you formed or expressed an opinion?"

"Not for five years, your honor."

### He Knew

Junkman: "Any rags, paper, old iron to sell?"

Head of House: "No, go away, my wife is away for the summer."

Junkman: "Any empty bottles?"

### Call Again

Jones (phoning)—I want a box for two.

Voice (at other end)—But we don't keep boxes for two.

Jones—Why, aren't you the box office of the "Jollity"?

"No, you must have the wrong number. We're Graves, the undertakers."

### Absolutely Safe

"You'll have to dive off that tall cliff and rescue the heroine," pronounced the movie director.

"What!" ejaculated the star. "Why, there's not two feet of water below!"

"Certainly not," returned the director comfortingly, "you can't possibly drown."

### It's Great To Be an Uncle

A little boy from Canada, who had never seen a negro, was riding in New York with his uncle when he spied a colored lady.

"Uncle, why does that woman black her face?"

"She doesn't, that's her natural color."

"Is she black like that all over?"

"Why, yes," the uncle replied.

The boy looked up beamingly at his uncle.

"Gee, Uncle, you know everything, don't you?"

### Too Soon

"Niggah, I ain't 'fraid of yuh. I'd jes as soon hit yuh as not."

"Yeh, an' yuh'd jes as not to as soon."

—Nashville Tennesseean.

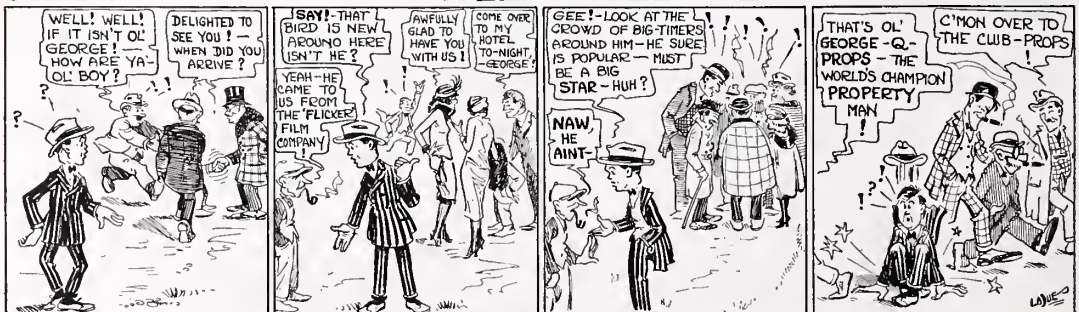
### The Future

Charlie: "Say, Tommy, what are you going to be when you get thru college?"

Tommy: "An old man, I suppose."

### PROPS

### WELL!—WELL!—LOOK WHO'S HERE!







## Adolph Zukor Celebrates Fiftieth Birthday

Adolph Zukor's fiftieth birthday was celebrated by executive and department heads of the Home Office, at Delmonicos, New York, last Sunday, January 7th. There were thirty-seven present at dinner, which was followed by an entertainment, the principal feature of which was a surprise visit by Mrs. Zukor and Mrs. Albert E. Kaufman, Mr. Zukor's sister-in-law.

In the course of the evening Mr. Zukor heard so many complimentary things said about himself that at the conclusion of the speech-making when he rose to talk, he was unsparing in his pledges of deep regard to his friends. Telegrams of congratulation were read from Mr. Jesse L. Lasky, Cecil B. De Mille, Herman A. Wobber, R. C. LiBeau, Louis Marcus, Phil Reisman, Harry A. Ross, Mr. and Mrs. Frank A. Newman, and from over seas came messages by cable being John C. Graham, John A. Hicks, Australia, Adolpho Osso of Paris, and Ingvald Oes of Copenhagen.

Prior to the program, each person present made a speech limited to fifty words, each telling his own estimate of himself. Some of the remarks were very amusing, the heartiest laugh greeting Claud Saunders, who said: "You have all been with me for four years. I hope you are with me eight years more."

The toastmaster was John C. Flinn, who briefly sketched Mr. Zukor's early life. Mr. Albert E. Kaufman, who has lately returned from Berlin, presented a motion picture of animated cartoons and moving pictures made in the early days of the Famous Players. Mr. Emil E. Shauer, head of the foreign department, told of the ramifications of the Paramount organization, which Mr. Zukor founded, in distant parts of the world. Mr. Botsford spoke humorously about Mr. Zukor's ability as a golfer, and Mr. Frederic G. Lee recounted his early dealings with the guest of honor.

The other speakers were Mr. Eugene Zukor, who responded to the toast "how it feels to be the son of a distinguished father," and Mr. Sidney R. Kent, General Manager of distribution, who concluded a splendid personal eulogy with the presentation of a gift on behalf of those who were present.

The gift was a very beautiful golden picture frame, significant of the fiftieth anniversary, the frames containing recently taken photographs of Mr. Zukor's two grandchildren.

Among those present in addition to the above mentioned were:

Robert Kane, Henry Salisbury, H. H. Buxbaum, Hugo Riesenfeld, Felix Kahn, George W. Weeks, John D. Clark, H. G. Ballance, R. W. Saunders, C. E. McCarthy, Mel Shauer, G. B. J. Frawley, G. M. Spidell, W. E. Smith, George Schaeffer, Ralph Kohn, Theodore Young, H. B. Franklin, P. H. Stilson, Jos. Seidelman, O. R. Geyer, E. C. King, Dr. Stern, R. C. Montgomery, A. C. Kehoe, Julian Johnson, and Louis Swarts.

### Dixon With Us Again

Norman Dixon is the first Exploiteer at Peoria. He's now on the job. Norman is far from being a newcomer to the Exploiteering contingent, he having served long terms at Des Moines and Cincinnati. Recently he has been managing a Paramount theatre in New Bedford, Mass., but the lure of the road was too strong and so we welcome him back into the Saunders fold.

### B. B.—B. M.



Ben Blotcky

Ben Blotcky, Branch Manager of our Kansas City Exchange, is the gentleman on your left.

Ben is a live wire from start to finish and is especially a great believer in putting Paramount in the smaller towns, and to this end has done a great deal in furthering distribution in this territory.

Ben is a regular fellow—knows the business and is always boasting of the fact that he is a Paramounteer.



### Unique National Advertising Book

Our Paramount National Advertising Book on the super thirty-nine will in a very short time be in the hands of our field representatives.

This clever compilation of our national ads, supervised by A. M. Botsford, our advertising manager, is no doubt the best to date.

It is bound with a beautiful heavy buff cover containing copies of all "Saturday Evening Post" ads on the super thirty-nine and also a Curtis circulation book for 1922 on the "Saturday Evening Post," "Ladies' Home Journal" and "Country Gentleman."

Aside from the advertising value of this book, it will be one of the greatest assets District and Branch Managers, Exploiteers and Salesmen have had for pertinent pointers on circulation.

Those compiling this book deserve a great deal of credit not only for their hard work but their far-sightedness in the direct benefit of a compilation of this sort to our men in the field.

A. M. Botsford, our Advertising Manager, supervised it and was ably assisted by A. O. Dillenbeck, the go-between of our corporation and Hanff-Metzger.

The copy and art work were executed at the Hanff-Metzger plant and done in such a way that it will make new history for Paramount advertising.



## Zukor Showered With Cables

On the event of his fiftieth birthday, Adolph Zukor was literally showered with congratulations from all over the world.

The following are a few of those from our foreign offices:

**From Tokyo, Japan.**

Congratulations Paramount's daddy Industry's grand-daddy Tokyo's grandchild

**COCHRAN**

**From London.**

British and French Paramount organization join me in wishing your life and success may continue for 1000 years more. Pleased to report that special cash collection drive last week in honor your birthday broke all previous weekly records

**GRAHAM**

**From Sydney, Australia.**

To our President Mr. Zukor Australasian organization insists that there is absolutely no distance between itself and you so please be assured we are all with you tonight sincerely loyally and one hundred per cent pledged to the tremendous yet thoroughly human organization your farseeing and fruitful vision has builded — seldom in history has a man at the age you have achieved created in fellow workers the wonderful spirit permeating Paramount today — for this and your guidance of our destinies we are prouder than words can ever tell — apart from our untiring efforts at all times and in all places it is our plan to honor your fiftieth birthday anniversary by five minutes cessation of duty Monday — this will be our joyous opportunity to pay tribute to the greatest man we know and to pledge to him all of the best that is in us — Mister Zukor

You can believe in Australia always

**JOHN HICKS**

**From Stockholm, Sweden.**

In appreciation and admiration of his great leadership the Paramount organization at Stockholm extends to Mr. Zukor through you its hearty congratulations and sincere wishes on the fiftieth anniversary of his birth

**CARL YORK**

**From Copenhagen, Denmark.**

Dear Mr. Zukor please accept my heartiest birthday congratulations — may the motion picture industry and your legion of friends and admirers be fortunate enough to have you with them for many years to come

**INGVALD OES**

**From Paris.**

The whole French organization join together in sending Mr. Adolph Zukor their heartiest congratulations on his fiftieth anniversary — wishing him many many more years of success and as many again happy returns of the day — please transmit also my personal wishes to Mr. Zukor my heartfelt felicitations for his wonderful genius and marvelous achievements

**OSSO**

## Not So Many Years Ago



The height of indoor sports these days is going thru Eugene Zukor's file of photos.

He came across this one which reminds us of the famous daily news photos showing the signing of a contract for a big fight, the manager in the rear being John Goring, with Eugene Zukor on the left and "Kid" Mike Lewis on the right.

Such were the ways of artful posing by photographers in the other days, this photo

having been taken some time ago.

## Salesmen Suggest Exploits

In PEP of January 3rd, mention was made of the exploitation suggestion sheets being sent by George Smith, Toronto Exploiteer, to exhibitors all over Canada. Gerald Akers, Canadian General Manager, has now issued instructions that every salesman in the Dominion must carry a complete set of these sheets with him at all times and use them at every opportunity to help exhibitors put over our pictures. This is only one example of how sales and exploitation are being worked hand in glove in Canada. The result is better business for Paramount, better business for exhibitors, and better Paramount salesmen.

Success is a thing that some are content to envy in others—and some achieve it themselves.

**COUSIN "PUNCH."**

## Des Moines Promotions

With R. M. Copeland, former booker, promoted to the sales force of the Des Moines exchange, and Ted Mendenhall musing boastfully over the "Super-39" et al., A. W. Nicolls, branch manager, feels that Paramount bookings will be Paramount all over Iowa. Though Mr. Copeland has been on the sales force but a short time, his ability to sell Paramount is already manifest, said Mr. Nicolls.

Other promotions in the Des Moines exchange as announced by Mr. Nicolls were: Ernest J. Frace from accessories shipping clerk to assistant booker; Wesley Reynolds from assistant film shipping clerk to succeed Mr. Frace; W. E. Barker is head booker.

**MR. PEP SAYS:**

IF the devil finds you idle he will set you to work as sure as hell.

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 JANUARY 10, 1923 No. 27

## The Value of an Objective

By Jad

Somewhere it is written that there may not be a pot of gold at the end of the rainbow but if we believe there is and spend our time and efforts rightly to vindicate that belief, this will bring us somewhere in reality at last, perhaps to a brighter goal.

The moral thus suggested so forcibly is—"have an objective." If we create an objective for ourselves and concentrate our thoughts and efforts to reach it, we will do more and better work, which means sure progress. We cannot escape it.

The reward of better work is bigger work. A person without an objective recalls the colored man's description of his friend in jail: "He ain't goin' nowheres, he ain't got no-where to go, and he ain't goin' to git no-where."

When we reach an immediate objective there is another mile post just ahead. This is the history of human progress. It requires persistency and patience and is subject to the element of time. Most things of mushroom growth deteriorate rapidly.

The succeeding heights reached by logical progression permit us to gain a strong foothold and prepare systematically for the next advance. Battles have been lost by untimely advances or by too rapid advances.

There have been cases of sudden promotion to greatly advanced positions but these cases are very rare.

The history of most successful men shows a steady, even if spectacular, progress. Some have even had their setbacks but the ground thus lost was regained by great courage and grit and the fighting spirit.

We cannot hide the fact that we have an objective no matter how modest we are and we will succeed by very reason of that fact.

The head of the employment bureau of a very large mercantile establishment always made it a rule when interviewing applicants for positions to learn what their objective was and what they intended doing to fit themselves for better positions later on. This to him outweighed the importance of their past experience.

If we have no apparent objective, and seem to be just drifting along, get busy and create an objective, but remember, don't step on the other fellow's toes. That is a sign of going backward. Step on his heels.

## "Myrt" from Dallas



Myrtle Masonheimer

For a good many months now you have seen from time to time notes from the Dallas Exchange under the name of Myrtle Masonheimer.

"Myrt," as she is known to all her friends, recently took first prize in a costume and beauty contest during Halloween in the city of Dallas.

We are very proud to list her as one of our PEP correspondents.

She radiates Pep, enthusiasm and charming personality wherever she goes.

## He Sold Him

By Bill Danziger

Human interest in movies sells them to the playgoers.

Applied to exhibitors—the commodity labeled human interest operates in the same way. Thereby hangs a tale.

Jack Wolfberg of the Chicago sales force had been trying for weeks to dispose of "When Knighthood Was In Flower" to a Chicago exhibitor. Price was the bone of the contention.

One afternoon the exhibitor walked in the office to find Wolfberg adjusting a new pair of hose supporters.

In the approved manner, an inspiration galloped up and socked Jacobus on the cheek.

"Wanna tell you a story," he blurled, indicating a chair to his victim. "This morning I needed some garters and I asked for Paris garters in two stores. They wanted to give me something else. Braving all sorts of possible humiliating experiences, I came downtown and have been running around the office all morning without supporters. This noon I got some Paris garters."

"Why do you suppose I insisted on Paris garters. It made me think. Publicity, man, oh, man, and nothing else!

"Now think of the publicity 'Knighthood' has received here through the Hearst papers and the Roosevelt Theatre. There'll be no competition in your neighborhood when you play 'Knighthood'. Publicity, ad infinitum—"

Jack sold the picture at his price.

And vows that supporters of Parisian extraction will hug-me-tight his lower limbs for aye and aye.

And that's that.





# The Covered Wagon Will Bring Out the S. R. O.

## Governor Ritche Comments

Leslie Whelan, our Exploiteer at Washington, D. C., is in receipt of the following letter from Governor Albert C. Ritche, of Maryland:

Dear Mr. Whelan:

It gives me great pleasure to tell you how very much I enjoyed seeing Mr. Meighan in "Back Home and Broke," at White Sulphur Springs recently. His acting is splendid and the piece itself is clean, wholesome and intensely interesting. It is in every way a credit to your splendid organization.

Sincerely yours,  
ALBERT C. RITCHE,  
Governor.

## Wilkes-Barre Gets Into Swing

By Vernon Gray

Since August, 1922, four months ago, the Wilkes-Barre Exchange has been making rapid progress in the form of results for Paramount. Looking back over this short space of time since the "Pioneers"—Mr. A. C. Benson and Miss Hilda Evans—worked with crude facilities to establish what now promises to be a leading unit, it is interesting to note a few facts.

Territory—comprising over twenty counties embracing a population well over a million—formerly covered by Philadelphia Exchange, is being most ably handled by our genial Branch Manager, Mr. Earle W. Sweigert, and his staff of live-wire business-builders—W. A. Devonshire, T. P. Mason and C. A. Taylor, Zones 1, 2 and 3, respectively. Coupled with this is a well-organized, harmonious and enthusiastic office staff.

PARAMOUNT business has registered a very substantial increase, topping the business transacted by Philadelphia in this territory by 50%. We are happy to add that Philadelphia has met the loss of territory with results exceeding normal business within their own territory. These facts are doubly interesting due to industrial conditions prevailing in the mining districts.

Judging by present averages in zones, PARAMOUNT will soon be 100% in our district.

Those of us who attended the Philadelphia Convention are unanimous in declaring it a huge success. We have all been immensely benefited by the spirit of close cooperation and good will manifested during the entire convention.

Exploitation and sales cooperation can best be illustrated by the efforts of our Mr. W. A. Devonshire, who contributed toward the success of an exploitation campaign that has "sold" one of our best accounts "100%."

Due to a change in our office staff, Mr. A. C. Benson, Special Representative, has been with us and "going strong." Besides initiating Mr. Lewis W. Le Grand as Chief Accountant, he is keeping everybody "pepped up" and furnishing the smiles.

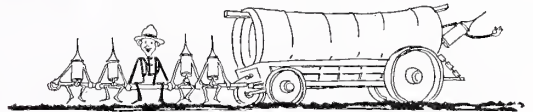
## In the Other Days



A. J. Ferte

Added to the list of photos taken in the other days is that of our popular salesman, A. J. Ferte, from Toronto.

A. J. looks decidedly different now and he tips the scale at a little over two hundred, but he is still popular with the girls, just as he was in the days of long ago.



## Montreal Mutterings

By R. E. R.

They went into a Movie show,

In time to see the start:

And prim, precise and proper quite,

They sat this.....far apart.

But, Oh! The hero wooed the girl!

Twice he stole a kiss:

And when the lights went on again,

They sat closeuplikethis.

IMpossible! Never let me hear that foolish word again.—Mirabeau.

## ANTICIPATION

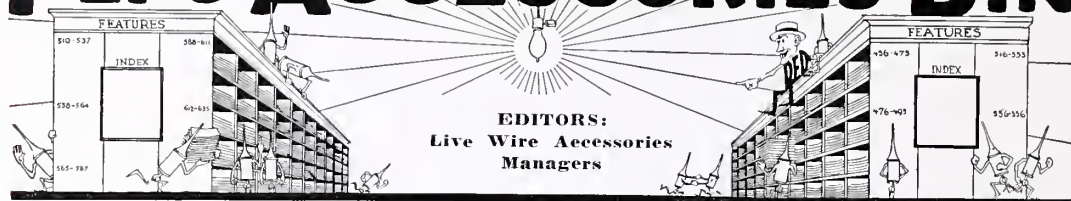
Fifty—"Is the pleasure of the dance to be mine?"

Twenty—"Yes, all of it."

Customer—"I want to get a diamond ring; platinum, if you please."

Salesman—"Certainly sir. Let me show you our combination sets of three pieces, engagement, wedding and teething rings at 10 per cent discount."

# PEP'S ACCESSORIES BIN



## Some St. Louis Accessories Doings

Material Furnished by F. L. Collins, Access. Mgr.

1. **The accessories sample case.** F. L. Collins, our scooter from St. Louis, long since realized the selling value of letting the exhibitor in on the wonderful accessories which we are furnishing. This would not apply to the exhibitors who are able to visit the Exchange. After all, the great problem in nearly all of our Exchanges is reaching the man out of town. The accompanying illustrations show Collins' accessories sample case open and closed. When he starts out to visit his exhibitors he carries samples of practically every item which is being furnished on the current releases, including gilt frames. The results have spoken for themselves.

In the first place everyone in the St. Louis Exchange is pepped up about accessories and every employee of that office is an accessories salesman. And greater than that, they are sold on Collins' method of selling the exhibitor. Not a speck of confidence is missing. Everything that can be done to get behind the "insurance for Paramount Pictures" is done cheerfully and spontaneously. And as for the exhibitors, well, you can't stop 'em from buying our accessories. They literally jump into the spirit of the thing. And get this!—the usual comment from the exhibitor is that he has never before seen such great interest and care and attention paid to him! Just think of any company sending someone out to sell him the stuff to put it's pictures over!



This is what Paramount is doing in St. Louis. Those of you who feel it is worth trying can write to Mr. Collins for further particulars. And our advice is, get the rusty Waterman busy right now.

### 2. Insert Display Cases.

St. Louis has a nice new office with large windows, situated on a busy thoroughfare. Therefore they believe in advertising our productions. The illustrations show a novel method for putting an additional kick in a display of our window cards. The pictures show more plainly than words how this box is constructed. From the front the cards assume a colorful lighting effect when the electric lights are on at night, and this can be obtained in one or two ways. Some of the solid colors of the original design can be cut out of the card and the same color tissue paper pasted over

(Continued on next page)

## Sammy Cohen Writes:

"I have just received those two proof sheets containing the ideas which originated in our Theatre Department in regard to making cut illustrations more attractive. I am going to send them around to a circuted list of exhibitors who I know appreciate suggestions.

"Aside from the point that the idea is worth while, the average exhibitor would appreciate a thing like this because it will make him realize that we are really interested in helping him in every possible way. Two years in the Accessories Department has taught me at least one thing, and that is ninety-nine exhibitors out of a hundred are eager for service. It makes them feel good if you can make an honest effort to take care of them.

"It's the little things in life and in the Accessories Department that count."

## ARE YOU ALL SET FOR THE COVERED WAGON?

### A Successful Applicant

A smart boy of fifteen entered the office of a prosperous merchant and asked for employment. He gave satisfactory answers to a few questions, and then the merchant inquired:

"What is your motto?"

"Same as yours," the boy replied. "Just what you have on your door—Push."

He got the job.



## "Exploitin' "

By Bam

**John Kennebeck**, Des Moines and Omaha, knocked 'em cuckoo in Council Bluffs, Iowa, on "The Old Homestead." This after Mr. Exhibitor told him that if exploitation would help put over the Cruze picture in "such a hick town where the buckwheats picked up their side-walks at 9 P. M. and the coppers played ping-pong with the bootleggers," Paramount Pictures would always be shown in his theatre. Among the **many** stunts John pulled was to place a genuine log cabin, which was a town landmark, in the theatre lobby. When he said farewell the exhib. acknowledged he was thoroughly sold on Paramount exploitation.

**Harry Swift**, Cincinnati, is a valuable adjunct to the Exchange in the field of accessories sales. From every town he visits Harry brings in a large order and many of his customers have been exceedingly small buyers in the past. Last week he sold over \$300 worth in the tiny towns, thereby enabling the exchange to go over its weekly quota. In Maysville, Ky., on "Manslaughter," among other stunts, Harry got the newspaper to publish as a serial, "I've Been In Hell," by Jeanie Macpherson, relating that celeb's jail experiences to get "atmosphere" for the De Mille sensation.

**Bill Danziger**, Chicago, had most every proud parent in Rochester, Ind., sending the bright sayings of their youngsters into the newspaper by way of exploiting "The Bachelor Daddy." The stunt was tied up superbly with the picture and gained front page prominence. And all for a \$2 prize! Bill, how could you?

**Kenneth Renaud**, Salt Lake City, arrived at Idaho Falls, Idaho, the day before Xmas to exploit "If You Believe It, It's So." This town has felt the effects of crop failure to a marked degree. Renaud noticed a newspaper interview given by a merchandise salesman stating that Idaho Falls was "dead" and it looked unlikely that it would soon revive. Ken immediately secured a tremendous amount of good will for Paramount and the Colonial Theatre by being interviewed himself and he spread the gospel of optimism and the return of the good old times. In this he worked in "If You Believe It, It's So," to marked advantage. The business men placed Xmas trees along all the down-town streets and when the populace woke up next morning they found tissue Xmas bells on all of them, each bearing a tag reading "Merry Xmas—This Year—the Merriest of All—'If You Believe It, It's So.'" Five hundred of these were used and on some of the larger trees, big bells with large painted signs. Ken donned a St. Nick costume and for two days paraded the streets giving candy to the children. The exploitation was inexpensive and the Colonial did \$100 more business than the high average they had anticipated.

## A Coming Artist



Saul Schiavone

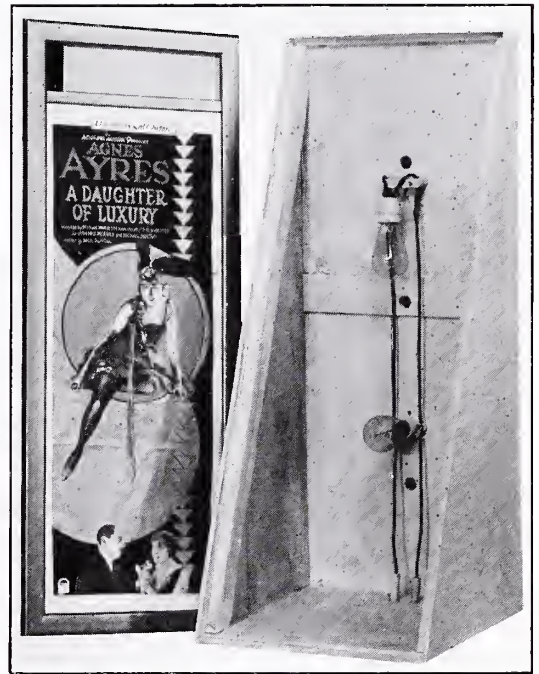
This is the three year old son of Saul Schiavone, who is a member of our Home Office Art Department.

He never misses his daddy's PEP brought home each week and insisted on posing with the magazine in his hands.

## St. Louis Accessories Doings

(Continued from preceding page)

from the back. Or the entire card can be lightly coated with crude oil or some similar substance so that the light will show thru it readily, giving the original effect.



The outside of the case can be gilded or painted over so that the entire outfit is neat and attractive. How many exhibitors do you know who could make great use of something like this and how many locations can you name offhand where he could put them? We do not expect to sell the outfit but any enterprising exhibitor can be shown how to make it at very slight expense.

Boys, these things are examples of what can be done by trying. Collins is putting in some conscientious hard work and the results have shown up on paper. Where there's a will there's a way.

# In the Foreign Field



## Go-Getters In Australia



When the convention was held at Sydney, Australia, in October, Home Office Executives, Branch Managers and Salesmen turned out in force to discuss new sales policies.

They are, left to right, seated: C. E. Henderson, Manager Victorian Branch; W. R. Hoggan, General Sales Manager; J. W. Hicks, Jr., Managing Director; N. B. Freeman, Special Representative and W. Hurworth, Manager New South Wales Branch.

Standing, first row: D. Lotherington, Manager Queensland Branch; J. Heatley, Salesman Victorian Branch; S. Craig, Salesman Victorian Branch; J. McClintock, Salesman Victorian Branch; P. Boars, Salesman New South Wales; D. Rodrigues, Far Eastern Manager and H. Sherman, Manager Western Australia.

Standing, second row: E. A. Dykstra, Manager South Australia; F. Parsons, Salesman New South Wales; A. R. Carmichael, Salesman Queensland Branch; F. Fawcett, Salesman New South Wales; J. Devine, Salesman Queensland Branch and F. Gawler, Salesman New South Wales.

## Mexico City Says:

The following is from a criticism of the production "To Have and to Hold" appearing in "El Universal," of Mexico City, December 29, 1922:

"The interpretation very good. Betty Compson, Bert Lytell and Ferguson carried the honors of the interpretation. The sets, especially that of the duel and the marriage ceremony, were wonderful. Photography faultless; continuity correct and the wording of titles very ably done."

## From "Success"

"Mr. Zukor knows how to appreciate the co-operation of his staff during the campaign he is making for better productions.

"The Directors of the productions have recognized the efforts made by Mr. Zukor and are going to prove their gratitude to him on the 7th of January, the fiftieth birthday of our Great Master.

"The Paramount Company of France wishes the best returns of the day to their noble President.

"The Managing Director, the General Secretary, the Department of Managers, the Directors of Agencies, the Representatives and all the Employees of the Societe Anonyme Francaise des Films Paramount beg Mr. Adolph Zukor to accept their best wishes on the day of his fiftieth anniversary."

## Paramount In Singapore



Above is a photo of one of our branch offices at Singapore in the Straits Settlements.

F. Bridges, the Branch Manager, is standing at the left and John W. Hicks, Jr., Managing Director, stands in the centre.

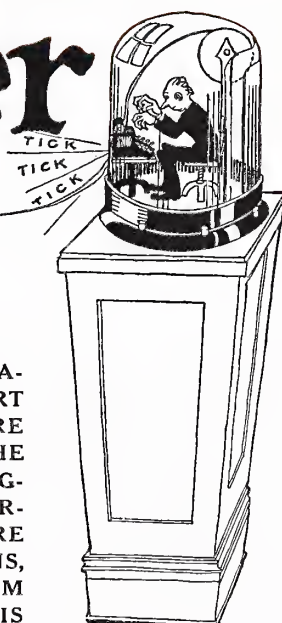
This photo was taken when Mr. Hicks was on the last leg of his trip around the world, after having visited our Home Office and accompanying Mr. E. E. Shauer and wife to London.

En route home Mr. Hicks also visited the office at Batavia.

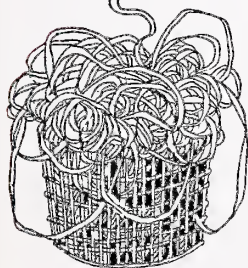
Mr. Stiebel, Office Manager there, in charge of the accounts at Singapore and Batavia, is on the right.



# Pep's Ticker



EDDIE FONTAINE, CLEVELAND MANAGER, DROPPED IN THE H. O. FOR A SHORT CHAT . . . JOHN D. HOWARD, OF THEATRE DEPARTMENT, IS ON LOCATION AS HE SAYS, UP IN NEW ENGLAND . . . MISS RIGLER, FROM MONTREAL, PAID US A SURPRISE VISIT LAST WEEK . . . WE ARE ALWAYS GLAD TO SEE THESE CANADIANS, THEY ARE SUCH GOOD FELLOWS . . . M . . . O . . . FRANK BLAKELY AND HIS TRICK HAT ALSO PAID US A VISIT LAST WEEK . . . LOU EDELMAN, ACCESSORIES MANAGER AT WASHINGTON, D. C., WAS IN RECENTLY . . . F . . . R . . . E . . . JOHN D. CLARK SAYS DAY BY DAY IN EVERY WAY HE IS GETTING BETTER AND BETTER . . . X . . . Y . . . Z . . . GEORGE WEEKS SAYS DAY BY DAY IN EVERY WAY HE IS GETTING THINNER AND THINNER—IT'S HORSEBACK RIDING . . . HARRY BALLANCE SAYS DAY BY DAY IN EVERY WAY HE IS GETTING PEPPIER AND PEPPIER . . . BY THE WAY—DAY BY DAY IN EVERY WAY LET US ALL GET PEPPIER . . . G . . . Y . . . E . . . TOM MEIGHAN, STAR, AL GREEN, DIRECTOR, AND COMPANY GIVEN BIG RECEPTION IN PANAMA . . . DOROTHY DALTON TO COME EAST FOR NEXT PICTURE . . . BARRET KEISLING, OF WEST COAST PUBLICITY STAFF, ARRIVES AT H. O. AFTER INTERESTING TRIP FROM WEST COAST—STOPPED AT MANY EXCHANGES . . . BETTY COMPSON RETURNS TO WEST COAST TO START NEXT PICTURE . . . SHE WAS HERE DOING SOME SHOPPING . . . M . . . K . . . ADOLPH ZUKOR CELEBRATED HIS 50TH BIRTHDAY—SEE STORY . . . "NOBODY'S MONEY," STARRING JACK HOLT, ONE OF BEST COMEDY DRAMAS TO DATE . . . SCREEN IT AND CONVINCE YOURSELF . . . X . . . O . . . GEORGE SCHAEFER FROM NEW ENGLAND, BROUGHT IN SOME MORE CONTRACTS TO H. O. . . . G. E. AKERS VISITED H. O. THIS WEEK . . . CLAUD SAUNDERS HAD AN ATTACK OF GRIPPE THIS WEEK . . . OSCAR MORGAN KEPT ON THE JUMP—FIRST TO CANADA NOW TO THE SOUTH . . . WALTER HIERS AND HIS BRIDE ARRIVE IN NEW YORK—RECEIVE GREAT WELCOME . . . ALLAN MORITZ HITS TOWN . . . KEMPNER FROM ALBANY, ALSO IN ON BUSINESS. . .



# Most of Us Get What We Deserve—

## Albany Jots

By Cliff "Ted" Lewis

We are in receipt of a letter from King Meighan, formerly salesman in Zone No. 3, who left us a couple weeks ago to take up his duties with The Monroe Calculating Co. of Cleveland, Ohio. He states he is well entrenched in his new position and although we were sorry to lose him we wish him all the success in the world—YES—he is a brother of "our Tommy."

## WITH US AGAIN

Mr. "Dave" Levy, the newest addition to our sales force, has taken up his duties as salesman in Zone No. 3. Mr. Levy was formerly with the Buffalo office of "Paramount" back in 1920. To start him off right we sent him to some of our "hard-boiled" exhibitors, AWAY up in the northlands where the ice and snow abound. However he came back with a bag full of contracts and a "pair of snow shoes". You just can't keep a good man down.

## THEODORE ROBERTS' RIVAL

We take this opportunity to announce that Theodore Roberts has a rival in "cigar smoking" in our branch manager, Mr. Kempner. Of course we can not say that Mr. Kempner *does* smoke more cigars than Theodore Roberts, however, we believe that he is running a good race for "first place."

## TOO BUSY TO STOP

Dave Lake, our hustling salesman of Zone No. 1, was so busy getting contracts this week that he didn't have time to stop his Fierce-Arrow Essex and fill the radiator. AND—while attending the sales meeting Saturday afternoon old man WINTER took advantage of this fact and the result was "Dave" had to hire two mules to move his speedster.

## New York Exchange Notes

By A. M. Weinberger

We are pleased to learn that Miss Muriel Luf-tig, stenographer in our Accounting Department, is now convalescing after undergoing an operation for appendicitis. We all miss your cheery smiles, Muriel, so here's wishing you a speedy recovery.

We were having beautiful weather right along in New York until very suddenly Mr. Buxbaum made a short trip to Buffalo in the upper part of the state. Apparently, he took the nice weather with him, for the very same night we had a big snow storm, the remains of which can still be seen. As nobody seems to be giving away coal this winter, we all join in saying, "Please stay in town, Bux."

## BOUL MICH BLURBS

By Bill Danziger

Battering the maples—an annual affray—has again arrested the attention of the male things at the Chicago Exchange. Bolle, Busch, Manning, Danziger, Hayman, Wolf, Watts, O'Brien and the two Bergs,—Gold and Wolf—are the tournamenteers.

Job or no job, some of the motley crew have about decided to enter strenuous and bellicose howls at moving to the new Chicago home, farther down on Wabash Avenue. In doing so, Stella, the jocose guardian of the elevator, loses her position. There ain't no such critter as an elevator at the new place. And that's a crying out loud shame.

Regardless, the new quarters are most wonderful. They permit the coordination of all exchange units on one floor—an improvement to hallelujah about.

Eddie Rosecrans, than whom there is no thanwhomer as a dispenser of the world's finest film, made a holiday jump to Albany, N. Y. He wired an incoherent fantasy about "One Week of Love." Eddie is not smitten—socked!

This is great working weather!

## Peoria Exchange

It's the Home Office of the "Go-Getters"

This week's "GO-GETTER" prize has been awarded by Manager "Milt" Hirsch to "Go-Getter" L. C. O'Conner, salesman in charge of Zone 2. O'Conner had just closed the 39 for Lincoln, it was 11 P.M., one of the worst snow storms Illinois has experienced in years had just started, he was just starting for the hotel to get a well earned rest when the phone rang, it was from a little Hamlet thirty miles away, 400 population, the Exhibitor had heard that a Paramount man was in Lincoln, could he drive over and see him right away, yes, he would wait up for him but he had to see him that night, O'Conner dug his flivver out of the snow and started west in the face of a blinding snow storm, within ten miles of the village the wind blew off the top of his Henry, another mile and bang went both rear tires, torn off by the ruts in a fearful dirt road, on drove O'Conner and the little "Go-Getter" limped in on the rims of his loyal little Ford, yes he met Mr. Exhibitor and closed in two hours for a year's service.

Our Exploiteer has arrived. Norman M. Dixon, he's an old timer to most of "PEP'S" readers.

We see little of Manager "Milt" Hirsch these days, he's busy in Key Towns signing up the now justly famous THIRTY-NINE.



# But Only the Successful Admit It

## New Haven Nutmeg Gratings

By Russell B. Moon

The holidays have gone leaving everyone full of Pep, and the staff at this Exchange are on their toes. The motto seems to be "Let's Go," and why shouldn't we be ready to go, with a program like the big "39"? Oh, Boy!

Park your snow shoes outside, ladies.

Heard on the street: "What is this 'Covered Wagon' stuff, anyway?"

John Tierney, our new Salesman in Zones 1 and 2, is thinking of equipping his Ford with sleigh runners these days. We expect to see him coming in from Windsor Locks most any day, on snow shoes or skis. The snow doesn't seem to bother Tierney with his sales though; he just gathers round the stove with those up-state exhibitors and sells Paramount.

Morris Rabanus, our veteran Salesman, has 'em all guessing with the sign on the rear of his car which says: "Watch for the 'The Covered Wagon.'"

"When Knighthood Was In Flower" is now being shown in all the key cities and the cold doesn't keep them from lining up outside the box office. They just stamp their feet and wait their turn.

Miss Guile, in the Accounting Department, wants to know if "The Covered Wagon" hasn't got something to do with the City Police.

## Capital News

By "Lou" Edelman—Washington, D. C.

Les Whelan pops into the limelight again. He presented United States Senator Pepper, from Pennsylvania, with a photograph of the first covered wagon that made a trip across the Allegheny mountains.

We are all covered with enthusiasm about the Covered Wagon.

Incidentally speaking about Exploitation, several of the leading newspapers in the country are writing to the *Washington Times* requesting Whelan's campaign on the Old Homestead.

Fred Meyers, salesman Zone 3, says, selling Accessories is a habit. That isn't the only good habit that Fred has.

The Washington Exchange welcomes to their happy family Miss Parks, Mrs. Rodier, and Mr. Gates.

## Big Tokyo Theatre Opens With Paramount

By O. R. Geyer

Chalk up another new record for the Paramount office in Japan!

General Manager Tom D. Cochrane of our Tokyo office believes in getting a good start for the new year and in a letter to E. E. Shauer, Director of our Foreign Department, announces that he has made arrangements to open the great Imperial Hotel Auditorium in Tokyo as a pre-release house for Paramount Pictures. The formal opening was held on January 2nd, with elaborate ceremonies in which famous actors from the Imperial Theatre participated. Betty Compson's "The Little Minister" was the opening attraction and was most favorably received. Actors from the Imperial Theatre, which is the greatest theatrical institution in Japan, will participate in the elaborate presentation programs for pre-release showings, all of which is certain to set the Japanese motion picture industry talking.

As Mr. Cochrane explains: "Paramount is Paramount," and it simply had to be done.

*The City of Toronto*

## Toronto Tattle

By Geo. Smith

Rehearsals for the "Paramount Review," which will be staged early next month, are progressing merrily. The success of the two numbers at the banquet of the "Pep Club" during the recent convention has attracted two new chorus girls to the ranks—Miss Marion Wainwright and Miss Queenie Neeley. They're both some high steps, too.

Ernie Whelpley joined the Toronto sales force last week. He hails from St. John, where he has been helping "PAT" Hogan bowl 'em over.

G. E. Akers left this week on a visit to the Home Office.

Miss Ruth Weafer, who in years gone by went to Sunday school with Tommy Dowbiggin, of Montreal (we have Ruth's word for this, so we must believe it, altho' it's hard), is a new addition to our office staff.

Our bowlers have recovered from their recent slump. Leo Haag, who was "canned" for blowing instead of striking, has been reinstated on probation. The suspension of "Bill" O'Neill still stands. "Bill" isn't worrying, as it gives him more time to be with his new baby.



## Allan Dwan Engaged for Series of Special Productions

Allan Dwan, who was specially engaged to direct Edith Wharton's "The Glimpses of the Moon" for us and now has the production well under way at our Long Island studio, has signed a contract for a series of productions to bear his name, according to an announcement from the production department.

Mr. Dwan, who recently reached the pinnacle of directorial fame by reason of his production of "Robin Hood," starring Douglas Fairbanks, has long been recognized as one of the leaders of his profession. For some time previous to his engagement by Fairbanks he had been producing independently and his services had been eagerly sought after by practically all of the leading companies. The success of "Robin Hood" served to increase the insistency of these demands and it is said that it was only after long and careful consideration of the various offers that he decided to cast his lot with Paramount.

The first production to be made by Mr. Dwan under his new contract will be "Lawful Larceny," Samuel Shipman's play which, produced by Al H. Woods, ran the good part of a year at the Republic Theatre in New York.

After graduating in electrical engineering from Notre Dame University, where he excelled not only as a student but as an all-around athlete, Mr. Dwan turned to the theatre, for after all it had been dramatics that he was most interested in while a student. He successfully essayed a part in a Chicago production of "Aristocracy," but it was not long after that, unable to down the urge to write, he went to New York accompanied by "the world's greatest play." This trip to New York was a sad story in which pawnbrokers and unappreciative hotel managers played important though unsympathetic rôles, and among their seizures were Dwan's typewriter and trunks and clothes.

Nevertheless, a product of his pen started Allan Dwan in motion pictures. He sold a scenario to the old Essanay Company, and later became scenario writer with the America Film Company. With this organization he went to San Diego as editor and writer, and when a director became incapacitated, Dwan was assigned to the task of completing the picture. This he did with such creditable ability that he was made a director.

## A Noon Day Business Lunch



No time is lost on location with Cecil B. De Mille.

While on the 106-foot schooner yacht "Seward," Mr. De Mille discusses the coming scene for "Adam's Rim" with members of the cast, while author Jeanie Macpherson sits close by.

In the photo, left to right, they are: Theodore Kosloff, Jeanie Macpherson, Cecil B. De Mille, sitting in the chair, Milton Sills and Anna Q. Nilsson.

## A Big Set

The interior of the New York Stock Exchange has been reproduced on the stage at our Long Island studio for scenes in George Melford's latest picture, "You Can't Fool Your Wife." Much wild speculating was indulged in by the 168 extra men on the floor of the exchange during the filming of the scene but no money was lost.

## Geraghty Returns to Coast

Tom J. Geraghty, who came from Hollywood a few months ago to be production editor at our Eastern studio, is returning to our West Coast studio. E. Lloyd Sheldon, who came on with Mr. Geraghty, and who has been acting as his assistant, will now assume Mr. Geraghty's duties and take up the post of production editor.



## The Meaning of Gowns

By Shirk

What do beautiful gowns mean to a picture?

Where fashionable garb for women is at all essential to a photoplay it is a foregone conclusion that this attire must be ultra-modern, fine in quality and perfect in design or—

There will be a thousand women to criticize severely the faults that are apparent.

Men may not be so quick to note but women will invariably do so and it is essential that women must be pleased.

Paramount Pictures are invariably "well dressed"—not only in the matter of sets, but in wardrobe.

Ethel Chaffin, head of the West Coast studio wardrobe department, went to New York to see the new styles and to pick from a number of noted designers one to work at the studio under her direction. As heretofore the perfect gowning of feminine stars and leading players, not to mention the minor people, will be one of the big features of Paramount Pictures.

Clare West is designer of the Cecil B. De Mille production gowns. They speak for themselves.

It's a big angle—this of "dressing up" and no one can afford to overlook it who hopes to please the screen patrons—especially the feminine contingent.

Watch Paramount Pictures for the most beautiful feminine fashions on the screen.

## Laskyville Villains

No. 1—Sam Wood



We pick out the above Sam Wood for our first Laskyville Villain because the last time we saw him—about ten minutes ago—he was celluloidly "shooting" the glorious Gloria, he being perilously perched on an unconvincing and dubious looking elevation.

In case of mishap, we should like to be sure that you all be properly introduced to the unbowed bow-tie, with the picturesque open collar, and the always-there-never-come-off-how-do-you-do-glad-to-see-you smile. We ask you, Mr. Sam Wood, could you teach it to a few-folks-we-know-who-need-it?

## A Studio Visitor



A fifty million dollar prince is the popular name given to Prince Sascha von Thurm-Taxes, of Czecho-Slovakia, who was a visitor recently at the West Coast Studio.

He was greeted and conducted thru the plant by George Fitzmaurice and he marvelled at the progress of motion picture production in America.

From left to right they are Clifford Wheeler, Prince Taxes and Director Fitzmaurice.

## Ye Paramountowne Gossip

(Apologies)

Dear P. M.

I have seen how you answer many difficult questions in your little magazine PEP, and wonder if you'd take a few moments of your time and try to tell me how you'd feel if you were a few thousand miles from home and all of a sudden about 65 people whom you had known for a few years suddenly burst in on you?

Sincerely,

M. B.

DEAR M. B.

I don't know just how you'd feel  
But I do know that once a bunch  
Of about 65 Paramount PEP officials,  
District and Branch Managers from  
All over the country took just such  
A trip as you speak of to see how  
Paramount Pictures are made and to  
Get better acquainted with their makers  
And to pat each other on the back and  
To smile a broad and cheery "hello" and  
To say "I hear you're the best distributors in  
the business" and

"They say you're the best picture makers in the game" and

It seems that someone out where they went  
Says that never have any folks looked so great  
And never was anything so thrilling and  
Never was a city so awakened by any arrivals  
And never was there so much good-will any-where

And positively never will any one of the arrivals or welcomers

Forget what that word "Paramount" means.  
That's how they felt—so I guess I'd feel the same.

With thanks,

P. M.

## Another Golf Fan



L. H. Buell

Now we must add to the list of Famous Players golf enthusiasts and cup winners Mr. L. H. Buell, our West Coast purchasing agent who romped away with the Larry Semon cup on December 15th.

Buell, however, will have to repeat his recent success in order to hold this cup, which is a perpetual trophy, when the golfers meet again in the Spring in San Gabriel, Cal.

## Moreno to be Co-Starred with Bebe Daniels

Antonio Moreno, who appears as leading man with Gloria Swanson in "My American Wife" and is featured in support of Mary Miles Minter in "The Trail of the Lonesome Pine," is to be co-starred with Bebe Daniels in "The Exciters."

This picture will be made at our Long Island studio following the completion of the Allan Dwan production, "The Glimpses of the Moon," in which Miss Daniels is a featured player.

## Naldi In Two At Once

Nita Naldi, the statuesque screen vamp, is leading a strenuous life these days at our Long Island studio. She is working in two pictures at the same time, finishing up her rôle in Allan Dwan's production of "The Glimpses of the Moon" and beginning a new rôle in George Melford's production, "You Can't Fool Your Wife," in which she will be featured with Leatrice Joy and Lewis Stone.

She is a busy girl but running from one set to another is a great life for Nita.

## And Still They Love Him



Milton Sills

When Milton Sills bedecked himself as an antediluvian caveman for a particular scene in Cecil B. De Mille's "Adam's Rib," he looked something like this.

"Ugly as I may seem," says Mr. Sills, "the women fall for me just the same—if I use a club."

## ON THE SET With Matty Cohen (Long Island Studio)

Editor's Note:—We have asked the well-known film writer, S. A. P., to review for us George Melford's super production "Java Head." After vising S. A. P.'s manuscript we would suggest to several of our prominent film reviewers that they look to their laurels—for a master critic has appeared on the scene.

this hear pitcher "JAVA HEAD," is pritty good stuff only why for shood thay call it by this name and their aint nothin abowt coffee in it—enny way it is directed from uncle george melford witch is to say it is got to be good & nothin but

and besides this—i am 2d assistings camra feller on this pitcher wen it is in SALEM, MASS. on locatings—i use to stick so clothes to thee camra that uncle george he calls me cobblestone—this is because he is all thee time falling over me—well won day it is very cold & uncle george he lenz me a vest witch he sez wonce be longs to NOAH BEERY—well i sez to uncle george this hear is a werry old vest—he says how come—& i sez didn't you say it be longed to NOAH—so he axes me—& how do you like this vest—& i sez right back at him—oh it is beery good—& thee necks day i gets sent home

now in this hear java head pitcher—their is a guy witch is name RAY MANHATTAN & he takes off a hop feend—LOU SARECKY witch is bizness mgr of are troope—he sez aint it a shame that they casts a nice guy like ray to be a hop feend—but he lurned how to take off this part from watching the little froggies—well well how is this i sez—louie he tells me—because thee little froggies thay is full a hops—& i sez & so wuz thee good old beer—& louie he wipes thee eyes frum his teers & sez—why bring upp thee past like this

their is won nice gurl which is not in thee pitcher & this is NAN HERRON—on thee side she is mrs bert glennon the camra man—but she dont let evry won no—this is a grate mistake because bert is a good fello—some times—well wen we is in salem mass—nan she sez to me—didja see the nzw telgraf offis thay has hear—& i sez no wear is it—o ho she sez—it is thee house of thee seven cables—so i sez didja no that thee telgraf operators has a union up hear—& nan she sez witch union does thay be long to—& i sez the western union—this thee cats and dogs ses nan

be sides this their is CY CLEGG witch is thee assistings director—cy was so religious that he us to go to BOSTON MASS evry sunday—won day he sez to me—its a funny thing sap—up hear thay has boats but thay dont row them—is this a fact i sez—wot does thay does—& he sez thay SALEM—this is grate stuff i sez—well ses cy—so is coal

thenn last but not lost their is CHARLEY  
(Continued on next page)



## A Friend of Many



Al Green

Such is Al Green, our extremely well known director, handling Tommy Meighan's productions.

Patience, time, hard work and mental energy given by Mr. Green on these productions have made them a by-word with exhibitors thruout the land and Al's pictures will always hang in the "regular fellows" hall of fame.

## Tom Gets Big Reception in Panama

(Special to Pep)

A cablegram received at the Home Office states that Thomas Meighan, who arrived last week in Panama where he and his company under the direction of Alfred E. Green are to make scenes for Rex Beach's "The Ne'er-Do-Well," is being lionized by Panama society and officialdom.

On Sunday evening Mr. Meighan was the guest of honor at a brilliant banquet at the Union Club in Panama City. Among those present to pay homage to the first motion picture star to visit that country for the purpose of producing a picture were Belisario Porras, president of the Republic of Panama; Col. Walker, U.S.A., acting governor of the Canal Zone; Rodolfo Chiari, Minister of State; Demostenes Arosemena, governor of Colon; Rodolfe Estripo, governor of Panama, Rear Admiral Taylor, U. S. Navy; Leonidad Pretel, mayor of Panama City, and Dr. South, American minister to Panama.

Mr. Meighan and the "Ne'er-Do-Well" company will remain in Panama five or six weeks making scenes at the exact locations where Rex Beach conceived his plot and laid the action of his story.

## Sweethearts



When Dorothy Sills, daughter of Milton Sills, paid a visit to our West Coast Studio recently, she was caught with her daddy by PEP'S cameraman one day when she decided to take a peek at him portraying his character as the featured player in "Adam's Rib."

When she saw him all decked out in antediluvian caveman regalia, she had to look twice and think four times before she was sure it was really her daddy.

"But," says Dorothy, "I can pick him out of a million."

## Souter Surprised



Last Christmas Day, James A. Souter, Superintendent of our West Coast Construction Department, was given the surprise of his life when Theodore Roberts acting as spokesman for the boys in the Mechanical Department, presented him with a handsome diamond ring.

Mr. Roberts made a very touching speech and Mr. Souter was almost too pleased and surprised to respond, but nevertheless he did so with true feeling.

## Herbert Brenon Engaged as Special Director

The Production department announced this week that Herbert Brenon had signed a contract whereby he becomes a special director of Paramount pictures. His first production, which will be made at our West Coast studio, will be Cosmo Hamilton's "The Rustle of Silk," in which Betty Compson will be starred. This will be followed by "The Woman with Four Faces," by Bayard Veiller, in which Miss Compson will also be the star.

## CONGRATULATIONS Mr. and Mrs. Walter Hiers

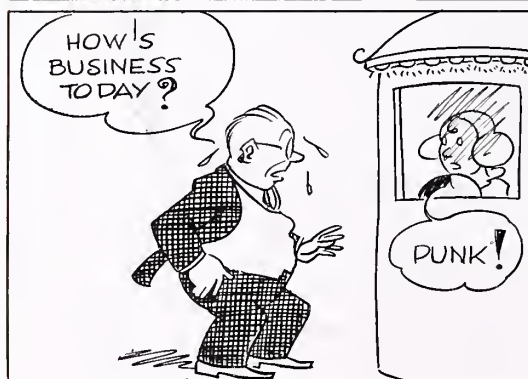
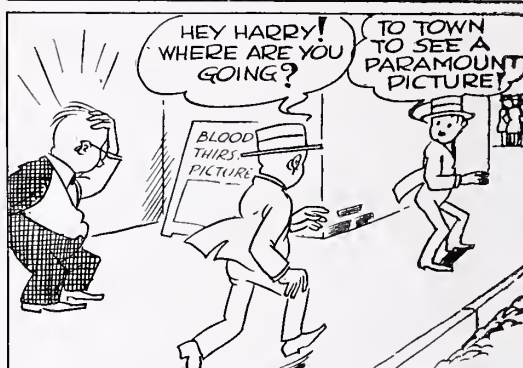
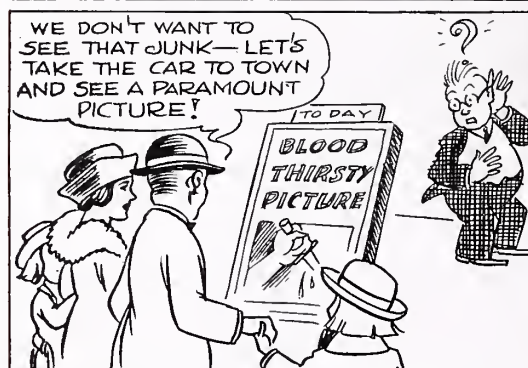
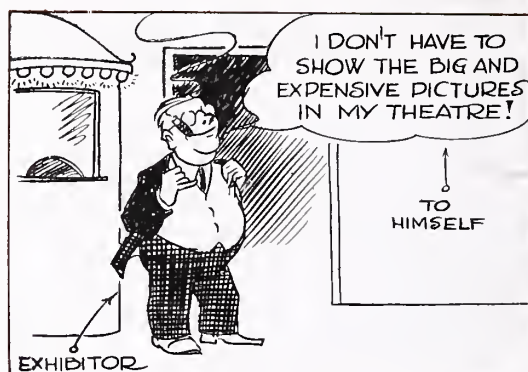
### On the Set

(Continued from page 14)

CLARK & that is thee 2nd camra fello necks to bert glennon—charley he is all thee time kidden ignatz thee wig man—won day chas he sez to iggie—in this wig witch you is just made four GEORGE FAWCETT well their is bad hair in it—this is false iggie yells—aw rats sez chas & iggie he starts to cry—you is given a way the secrets of me trade he bawls—& chas he feels so bad a bowt it that he lets iggie by him 1 drink

well enny way it is a good pitcher & their is lotts a good stuff in it—i & geo melford is leevin thee perckshun room & he sez to me—cobbles you is smarter than nothin—wat shood i do—shood i use thee sad finnish or thee happy won—you said it i sez—& thats this

# He Discovered Something







*Paramount Pictures Entertain the World*

# A Studio Eye View of Paramerica

By Barrett C. Kiesling

Four weeks ago the writer's impression of "Paramount in America" was typical of that held by Lasky studio associates, or for that matter, of any sectional representative in regard to other districts or subdivisions.

A vague vision of scattered offices from whence individuals scurried to sell the product we make.

A feeling that a "Paramount family" existed but in a detached sort of way, a way that made one proud of being a Paramounteer, and yet not quite bubbling over with enthusiasm. Sort of safe and sane loyalty, so to speak.

Now I've met Paramount in America—and the safety valve is off. I have the good fortune to be perhaps the first West Coast studio worker to be given a comprehensive tour of the exchanges. On the slightest pretext I can become almost incoherent. And because Paul Morgan overheard me—this article!

No reflection on other companies is intended when I say that they sell pictures; our men sell **pictures** plus the Pride of **Paramount!**

The Pride of Paramount!

*Esprit de Corps!*

That's the thing that drives all of our salesmen beyond the ordinary; that gives them that confidence and determination only shown by a Paramounteer. Other companies have salesmen who perhaps know the theory of their trade as well. But they can carry a customer only to a certain point because they sell only **pictures**. I have seen Paramounteers jump this hurdle to new heights because of their faith in a product that has steadily mounted in quality; because of joy in their fellows and loyalty to bosses who have created Personality, not a Corporation.

Take Gulbransen of Salt Lake, L. B. Butler and Larry Dunn of Omaha. These boys make what some would call the "tanks," towns which are under a 1,000 population in most instances. They often have to take their own blankets and sleep in barns or drive miles in driving blizzards. They've suffered hardships to get a tiny town contract for \$15 or \$20 a night. But they've come through because of Paramount pride, love of their product and faith in the executive, production and sales abilities of Adolph Zukor, Jesse L. Lasky and S. R. Kent.

Other companies change employees frequently. Ours stay for years. Why?

Paramount supplies proper working conditions in addition to the personal element. You should see our new exchange at Minneapolis! It's typical of the new policy which dictates that from now on, whenever possible, Paramount is to have homes all its own.

Two stories, floor to ceiling windows that flood the place with light, convenient arrangements and a neatness that makes one laugh at the days when misguided people thought film could be sold in a dark store-room, additionally darkened by the sting of garish one-sheets in the only windows—and fly specks.

Find a window-hung one-sheet or a fly speck in any Paramount exchange and the writer will personally present a year's edition of PEP, tastily bound in white broadcloth with lace insertions.

I've made Salt Lake, Omaha, Minneapolis, Chicago, Detroit and Buffalo. I'm to make Boston, Philadelphia, Washington, Cincinnati, Pittsburgh and Kansas City on the way back. But **I know** that what I've seen represents Paramount in America as a whole—because

(Continued on Page 7, 2nd Col.)

## To Whom Does This Belong?

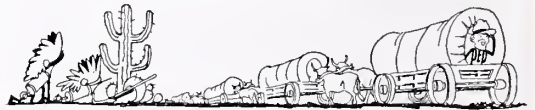


Yes, it is a tombstone—and it is all set, waiting nicely in the New York Office, to be donated to the Exchange that cops off the booby prize on a drive for 1923.

It is very nicely set up and has eight spaces for the engraving of the Exchange that will get the lowest quota for each year from 1923 to 1930.

It behooves every one to keep it away, as it is very heavy, stands about ten inches high and the rules for its award go for its maintenance on the Branch Manager's desk until passed to the next Exchange the following year.

If you don't want this—you know what to do.



## John C. Flinn Goes to Coast

John C. Flinn left this week for Los Angeles to confer with Mr. Lasky regarding "The Covered Wagon." The big historical film is being completed by James Cruze and Mr. Flinn probably will bring back to New York in February the first print of the finished picture.

S. R. Kent has made no definite announcement of the release of "The Covered Wagon." It is likely that it will be shown at advanced prices in New York, Chicago and Los Angeles before general release. Mr. Flinn, who is supervising the exploitation of "The Covered Wagon," will visit cities along the Oregon Trail while in the West for publicity purposes.



## Neimeyer and Paschall Join Exploiters

H. H. Neimeyer and Eugene Paschall joined our organization and have become Exploiters under Claud Saunders.

Mr. Neimeyer will be assigned to the St. Louis Exchange and Mr. Paschall the Dallas Exchange.

Mr. Paschall is by no means on a strange stamping ground in Dallas, for he has spent three years in and around that territory with the S. A. Lynch Enterprises.

## An Exploitorial

By Oscar Kantner—St. Louis

Since the very beginning of our Exploitation Department it has been proven that if an Exploitation Representative functions to the maximum advantage for the Company, he will amalgamate his efforts with those of the salesman in his endeavor to secure equitable distribution and revenue for our product.

It is very necessary that the Exploitation Representative lend assistance to exhibitors who do not appear to be as successful as some others in securing the maximum of the possibilities of our pictures, and while this is imperative it is only part of our job.

Advancing of suggestions as to the various ways in which a picture or a group of pictures might be sold to the exhibitor's public, makes the work of the salesman easier, and is a vital function of the exploiteer.

We must continue to teach better showmanship at all times, especially in the smaller towns. If the exhibitors keep pace with our product the old time "shooting gallery" type of theatre must be extinguished. Projection is oftentimes bad in smaller theatres and this, as you know, lessens the impression which we would have our pictures make upon that public. This we try to rectify through not assuming the "know it all" angle but merely through suggestions.

If at any time we can prove to an exhibitor that through improving the atmosphere of his theatre, business will be improved, we will have accomplished a great deal. We have paved the way for better business for himself and for us.

Accessories sales can be stimulated very materially by the Exploiteer if we can show the Exhibitor just how he can use our various accessories and especially our paper.

Oftentimes it has proven advantageous to ourselves and the exhibitor alike, to go with the latter through his town and assist him in finding conspicuous places where he can post the various sizes of paper.

If there is any one time when a man is interested in the amount of returns on an investment, it is at the time when he invests his money and it is then that the exhibitor is in a more receptive mood to accept our suggestions.

## Pep from Canada



During the recent convention held in Canada, our Canadian crowd (we think Jerry Akers was behind this move) very eloquently and graciously assisted Divisional Sales Manager George Weeks with a galvanized Pep and Jector.

We call attention to Mr. Weeks that he could use this for injection purposes on his sales staff whenever needed.

Instructions are printed prominently on this galvanized contraption, which measures about two feet in length, with a real bicycle pump in the inside.

"Apply Often," is also prominently displayed, so that no one can say that there is not plenty of Pep around, if you go after it.

George Weeks says he should have left it in Canada, but he did not want to make them feel bad, and brought it along.

But alas, Mr. Weeks has passed it on to ye Editor's Office—perhaps he thinks we need a little more Pep—we never turn it down.

## Here's the Way They Do It in Seattle

Salesman S. P. Peck (hereinafter designated as Noah) and his trusty Ford (affectionately called The Ark), managed to overcome a flood which had blocked all stage lines and other traffic South of Seattle, and floated into our office at 9:30 Tuesday morning, unshaven, mud-bespattered, with a smile on his face, contracts in one hand and a copy of PEP in the other. Says it's the best stimulant obtainable these days.

That's all the truth, the whole truth and nothing but the truth. Seattle is practically surrounded by high waters and wash-outs.

## Pleasing to the Eye

Upon looking over two theatre programs from two small towns in Iowa, it is naturally most pleasing to the eye to see the real attention given Paramount Pictures for the benefit of the public by the exhibitors.

All of their time is occupied by Paramount Pictures and A. W. Nichols, Branch Manager at Des Moines, is making big strides in bringing the other small towns thruout his territory to this same way of thinking.



# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 JANUARY 17, 1923 No. 28

## Good Will

By Jad

Good will comes not from the fact that we have many exhibitors on our books to serve, but that we serve them well.

Our good will has been long in the making. It started when the idea of our trade mark was conceived.

Not by exploiting a trade mark year after year since its conception has the value of our good will increased, but by delivering the quality of product that the trade mark represents.

We carry as an asset each year in our fiscal statement an item approximating several million dollars. This is as tangible as stock in trade or it could not be carried as an asset representing such a huge sum.

The greatest item of good will is the human element; Ourselves, You and I; Our organization.

With the trade mark as the beacon urging each of us upward and onward, with our product to back us up, the upbuilding of our organization has made possible the real intrinsic value of our good will. This thought conveys a message.

The salesmen in the field are not the only producers.

Each member of the organization, in the smallest capacity to the highest, represents a proportionate amount of this good will. Each one of us should produce good will. We have a large item of good will to protect. This is our reserve but it should be added to each day.

Our daily contact with our customers makes or unmakes good will.

A pleasant smile, neat appearance, courteous replies, efficient and prompt attention to the details of our daily duties are the greatest of good will builders and gauges the proportion each represents of the good will as a whole. This will inevitably lead to a proper recognition of our value to the organization.

None the less important as having a direct bearing on the maintenance of our good will is our harmonious attitude towards one another.

After all that is the essence of organization and organization breeds good will.



## Introducing F. L., from St. Louis



F. L. Collins

Last week you read of the story on the insert display cases and accessories sample cases as made up by F. L. Collins, our Accessories Manager at St. Louis.

F. L. Collins is indeed a live wire and his forethought on a matter of this kind deserves a great deal of credit, for there is no doubt his two new inventions

will indeed prove an asset to both salesmen and exhibitors.

## Schuler and Blakely Busy

R. A. Schuler and Frank Blakely have been busy men these days, having just returned to their respective posts after spending last week at the New York Exchange assisting Accessories Manager Gluck in preparing the stock for transfer to their new quarters.

Both gentlemen are looking and feeling as peppy as ever and are ready for any more exchanges that may need their assistance.

## Sweet Charity

The major at a certain recruit depot was approached one day by a man who had obviously been in the service only long enough to draw his uniform. The rookie failed to salute, but the major, a kindly man in spite of twenty years of Army life, overlooked it.

The buck gazed with respectful awe at the string of campaign ribbons across the major's broad chest.

"Gosh!" he remarked, "you must be an old timer."

"Yes," answered the major pleasantly, "I am."

"Say," began the buck cordially in a whisper, "do you ever drink anything?"

The major was truthful as well as kindly. He admitted that once in a while he took a small nip, and then turned away, as his new found acquaintance was proving embarrassing.

"Wait," said the hospitable rookie, "I got some here—"

This was too much even for a kindly disposed major.

"Corporal of the guard!" he bawled.

"Aw," protested the buck. "Don't call your friends—there's only enough for two."

## Bit by Bit

"The riding school isn't proving much of a success."

"Not horses enough?"

"Oh, yes, but the pupils are falling off every day."



## Persist With The Persistency of Persistence

### Big Plans For "The Covered Wagon"

**S. R. Kent Plans Biggest of All Exploitation Campaigns, Part of Which Has Already Been Launched in New York City**

"The Covered Wagon," James Cruze's latest production, pronounced by some of the greatest men in the industry as the biggest yet made, will be backed and carried along with one of the greatest exploitation campaigns ever launched for any given production.

In commenting on this production Mr. Kent said: "The Covered Wagon" is undoubtedly one of the greatest pictures we have ever made. I saw it in rough form at our West Coast Studio and it more than surpassed our high expectations. Our plans for this production call for the most sweeping exploitation campaigns ever given a picture. We will undoubtedly give the production special long-run engagements at special keypoints such as New York, Chicago and Los Angeles, but the campaign on the production will not be confined to these centres, in fact, we are going to see that every exhibitor who signs up for 'The Covered Wagon' will be benefited by the exploitation campaign."

Already big teaser twenty-four sheets adorn New York and other big city boards and the "Saturday Evening Post" will also carry many teaser campaigns running over several issues.

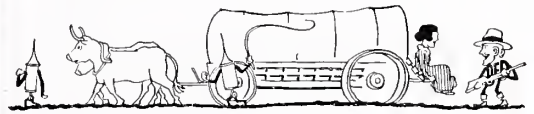
Furthermore, the Publicity Department under Charles McCarthy, has perfected a most successful book tie-up with Appleton & Company, publishers of the novel.

John C. Flinn is in charge of the advanced exploitation on the production and working in cooperation with him are: Claud Saunders, A. M. Botsford and Charles McCarthy.

Mr. Flinn is working on a proposition now with the Union Pacific Railroad for a unique tie-up by following the general course of the old Oregon trail, the original scene of the story.

Because of the great educational value of the picture, plans are under way to enlist the active cooperation of the boy scouts, girl scouts and other organizations thruout the world.

Any further exploitation plans will be announced in PEP as they are issued.



### Denver Darts

**By Rick Ricketson**

Hugh Braly, Wyoming Sales Representative, has taken a month's vacation and is visiting his mother at Los Angeles, Cal. In his absence Manager M. S. Wilson visited the key cities in his territory.

A. E. Dickson, Salesman in Zone No. 2, has joined the benedicts. "Dick" put one over on his friends and was quietly married in Denver following the recent District Convention. Mrs. Dickson is a school days' sweetheart of her proud hubby. She has returned to Ames, Iowa, in preparation to establishing their home in Denver.

"Chuck" Cowdrey, former Assistant Manager of the Princess Theatre, Cheyenne, Wyoming, has joined the Denver Exchange as Poster Clerk.

"When Knighthood was In Flower" has the distinction of being the only photoplay ever presented on Curtis Street (The Great White Way) of Denver at \$1 admission prices. Manager H. E. Ellison of the Princess Theatre, gave "Knighthood" the best presentation Denver has ever seen. After "Knighthood" closed its two weeks' record run, the Colorado Theatre announced "Robin Hood" as its next attraction at regular admission prices.

Harry Antin, Colorado Salesman, was recently snowbound for nearly a week at one of the highest points in the Rocky Mountains. Harry was doing the circuit on the narrow gauge Moffat railroad where 15 feet of snow is only a little frost.

The office welcomes our new Shipping Clerk, Fred Knill.

### Cecil B. De Mille and Party Off on Trip

To seek out possible man-eating cannibals, said by previous explorers to be living on the barren Tiburon Island, located in the Infernal Channel in the Gulf of California, a party of wealthy Los Angeles and San Francisco men are guests of Cecil B. De Mille, on a yachting tour to that destination. The party lifted anchor at the California yacht Club on Sunday morning, January 7, on board the Seaward, De Mille's 106-foot auxiliary yacht. They will be gone approximately six weeks, returning to Los Angeles on Saturday, February 17th.

Defying death at the hands of these savages, De Mille and his party of six, armed with machine guns as a protection against possible attack, will penetrate into the wilds of Tiburon on a hunting and scientific exploring trip. Cameras will be taken along and it is possible that pictures absolutely unique in the world will be brought back.



## Do You Remember?

Do you remember the issue of PEP in which we started PEP'S Accessories Bin? Do you remember that Mr. Kent gave it to us and that we turned it over to you accessories men in the field? Do you remember that we told you its success or its failure would be yours?

Need I reply to inquiries such as "What's happened to the Accessories Bin?"

About three accessories men have consistently done their bit. The rest of you do not deserve this space. This is frank, but it's the truth. And even this article looks better than blank space.

I don't believe you fellows are going to let the Bin die. You know what we want. Snappy sales talks, helpful hints, snapshots, colorful incidents, anything worth while to make the Bin a medium for the inter-exchange of good selling ideas.

The answer is with you. Do you want to see it carried on or "carried out"? Do you want an undertaking or an undertaker?

Say it with news. Get busy.

MEL A. SHAUER.

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**ARE YOU GOING TO STAGE A  
COME-BACK IN THE NEXT ISSUE?  
LET'S SEE IT.**

—P. L. M.



## "Exploitin' "

By Bam

**John McConville**, Boston, had the police and Mayor of Lawrence, Mass., all "het up" when he sent them letters from the Bean City signed Huck Kant, Private Detective, warning them of a gang of crooks headed by Boston Blackie, Peter The Red, and a fake Russian count who intended to "pull a big job" in their city. "If you see or hear anything of the 'Face in The Fog,' that's the clew—watch out" was "Huck's" closing admonition. Plain clothes men and all the cops were looking for the Face. Followed by clever ads tying up to the letters, publicity, and finally an invitation to the force to see the Paramount Picture, John's ingenuity resulted in S.R.O. at the Palace Theatre. Then to show them that the very next picture could be as successfully exploited he arranged a "Newly-weds Night" for "The Impossible Mrs. Bellew," using special ads and letters directed to all who had secured licenses for the last two months. The newspapers cooperated and again the Palace turned 'em away.

**Rick Ricketson**, Denver, created front page publicity for theatres all over his territory, playing "The Young Diana." Articles appeared signed "The Young Diana" wherein Christmas shopping hints were given to readers as a result of this "young lady's" visits to local stores and interviews with merchants.

**Oscar Kantner** worked on "Knighthood" for the Missouri, the F-P-L house in St. Louis, smashing all attendance records for 1922. It was the opinion of everyone that the Kantner-Herschel Stuart campaign was of wider and more varied scope than any that has ever been put on for a picture or theatrical attraction in the history of St. Louis. Included in the big exploitation was a gigantic tie-up with the U. S. Marines. Special paper was printed for this. The slogan was: "Not since 'KNIGHTHOOD WAS IN FLOWER' has the young man of America been afforded greater opportunity than is offered him in the U. S. Marines." Besides other locations, 300 special recruiting boards carried this.

**Kenneth Renaud**, Salt Lake City, claims the most costly merchandise display ever used in a store window tying up with a Paramount Picture. It was for "Pink Gods" at the store of Boyd-Park, Salt Lake, and the value of the diamonds displayed, including replicas of noted gems which aroused considerable discussion, was well over \$100,000. The Paramount-Empress Theatre was the "beneficiary."

**Eli Orowitz**, Philadelphia, is worth \$250 per engagement to at least one exhibitor we know who agreed to pay this much more for each of four pictures provided Eli exploited them. Did he? He did! Tell this to the few remaining exhibs who are not "sold" on exploitation. Eli will give name of the \$250 one on request.

## A Studio Eye View

(Continued from 2nd Page)

every succeeding town has only strengthened the impression created in the one left.

Chicago is a bit crowded now—but wait till they get their new place! Those boys just live Paramount, they literally absorbed coast information "blotter-fashion," crazy for it as additional background for their selling—O. W. Bolle, somewhat lean, but not when it comes to a contract price; H. S. Maning, H. A. O'Brien—they're just a sample of the gang who have made the Windy City blow profits into the coffers of Paramount exhibitors.

Detroit has a big and busy office where among others you find salesmen H. W. Collins, R. H. Ramsay, C. B. Planck, men who differ from slim to stout, jolly to serious—but men who outsell every competition in their zones!

Sat in on a sales meeting headed by Manager Given and later joined by Division Manager George Weeks. After hearing that discussion, now I can see why already the field is showing a big increase on the "39" over the "41," "Pep" and "Paramount Pride."

Detroit saw my first Pep Club meeting.

When any other company can show the "one for all and all for one" spirit here exhibited, then and not before will Famous Players-Lasky need to fear real competition.

Ed Kempner, Ray Powers, Brooks, Brink—part of the Buffalo gang with the shined shoes, neat clothing, courteous bearing and carefully modulated voices characteristic of S. R. Kent—trained salesmen wherever you find them.

Was in an office where a competing salesman was finishing a sale. He used "them" as "them things" three times in ten minutes. He did not get the contract. We sell that house!

"Paramount Pride" is just like wireless waves. It hits everyone. If my experience is a criterion "Paramount Pride" has created a race of stenographers who just can't misspell. Y'see a misspelled word might mean a lost contract and it just isn't being done.

Exploiters? "The price is too high!" wails an exhibitor. "It's not too high if you let your public know what you have," says the Exploiteer. In show-windows, billboards, newspapers, everywhere the Paramount trade mark looms at you. Ken Renaud, Salt Lake, Johnny Kennebeck, Omaha; Bill Danziger, Chicago; Walt Lindlar, Detroit; Harry Royster, Buffalo; just a sample of go-getters in a field where Paramount outclasses everyone.

These I have mentioned are not the managers; they're the "hired help," some film companies would say. I call 'em my relatives of the Paramount family. And you boys and girls who don't know it—it's SOME FAMILY! Adolph Zukor, Jesse L. Lasky, S. R. Kent and Cecil B. De Mille head it—but their success wouldn't be possible if they weren't backed, not by a "machine," but a "family."



# In the Foreign Field



## Albert Deane Back on Old Job

Our old friend and globe trotter, Albert Deane, is back on his old job as Manager of Publicity in our Sydney, Australia, office.

Mr. Deane arrived in Sydney the 12th of December on the S.S. Ventura and was accorded a royal welcome on the wharf by members of his family and a great many of the office personnel.

Mr. Deane will now once again renew his happy acquaintances with the boys in the Australasian organization and will have many wonderful experiences to relate to them after his trip around the world with Paramount.

It will be recalled that Albert Deane spent eight months in the Home Office Advertising Department after which he journeyed to Europe, stopping at London, Paris, Berlin, Copenhagen, Antwerp and Brussels.

He returned by way of Canada, stopping in New York for a short visit. From New York he went to the West Coast where he took the last lap of his journey to his home land with a bag full of knowledge of this eventful trip.

Percy L. Curtis, who has been handling Publicity in Mr. Deane's absence, will manage exploitation.

PEP 

## Pushing the Trade Mark

Seizing every opportunity for maximum display of our trade mark is and has been the hobby of our Foreign Department.

Mr. Shauer has long been of the opinion that we have not availed ourselves of every opportunity in displaying our trade mark and his latest plan, carried out by Mr. Geyer, Manager of Publicity, is a sticker the exact shape of the trade mark, made up in all sizes.

These stickers may be used on envelopes, folders, memorandum books, packages, film cases, in fact, anything that comes, goes or stays with Paramount.

## "Success" Makes Its Bow

The initial issue of our French organization house organ "SUCCESS," made its bow into the realms of Paramount last month, the first copy having been received at this office this week.

Its make-up, general appearance, and written material are of the finest calibre and we hasten to congratulate those responsible for placing this magazine in keeping with its name.

## In Scandinavia



Above is a photo of Messrs. Walter LeMat, left; Ingvald C. Oes, centre; and Carl York. This photo was taken in front of the city hall at Copenhagen, Denmark.

Messrs. LeMat and York are the Paramount Distributors in the Scandinavian territory and Mr. Oes is our Foreign Department Representative.



## Appeals to Students

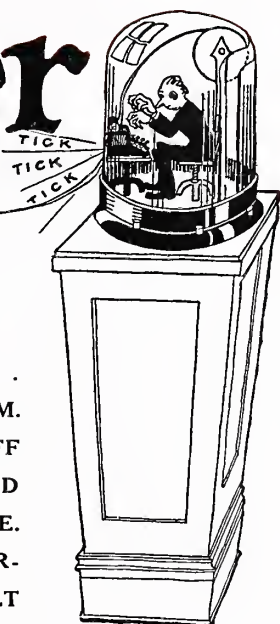
One of the most unique ideas of modern exploitation and direct appeal for patronage to any theatre has been brought to the attention of E. E. Shauer, Director of our Foreign Department, in a program issued by the Dai-Ichi Asahikan, a theatre in Kwansai, Japan.

In the pamphlet the appeal is made chiefly to Japanese-English students desirous of mastering and obtaining a good vocabulary of every day English as well as testing their ability and understanding of the language, the secret being Paramount Pictures with their English subtitles always dramatically correct, clearly visible and easy to read.

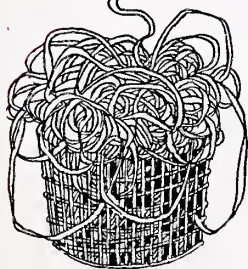
This is the first time to their knowledge that this unique and sensible plan has been launched by any theatre and anticipating its huge success is only natural.



# Pep's Ticker



"BELLA DONNA" IS FINISHED . . . M . . .  
 O . . . GEO. SCHAEFER IN AGAIN . . . E. M.  
 LOY JOINS OUR DENVER SALES STAFF  
 . . . P . . . E . . . P . . . "THE COVERED  
 WAGON" IS COMING YOUR WAY . . . A. E.  
 DICKSON, DENVER SALESMAN, GETS MAR-  
 RIED . . . CONGRATS., A. E. . . JACK HOLT  
 FINISHES "THE TIGER'S CLAW" . . . IT'S  
 A THRILLER OF THE FAR EAST TYPE . . .  
 GUY WILKY, WM. DE MILLE'S CRACK  
 CAMERAMAN, RENEWS CONTRACT FOR  
 THREE MORE YEARS . . . DAY BY DAY, IN  
 EVERY WAY, YOU SHOULD BE GETTING PEPPIER AND  
 PEPPIER . . . BARRETT KIESLING HAS STARTED ON HIS  
 TRIP TO SIX EXCHANGES . . . SEE HIS STORY IN THIS  
 ISSUE . . . ARE YOU PUTTING OUR TRADE MARK IN EVERY  
 NOOK AND CORNER? . . . IS IT NOT THE BEST LOOKING  
 ONE YOU EVER SAW? . . . SEE FRONT COVER AND CON-  
 VINCE YOURSELVES . . . P . . . E . . . P . . . OSCAR MOR-  
 GAN, OF COSMO., IS IN THE SOUTHLAND . . . SOME BEAUTI-  
 FUL SETS THIS FELLOW ALLAN DWAN HAS FOR  
 "GLIMPSES OF THE MOON," AT OUR L. I. STUDIO . . . THE  
 FOLLOWING ARE WORKING AT LONG ISLAND—BEBE DAN-  
 IELS, LEATRICE JOY, NITA NALDI, DAVID POWELL, LEWIS  
 STONE, PAULINE GARON, MAURICE COSTELLO . . . TOM  
 MEIGHAN AND AL GREEN ALSO LILA LEE GET BACK FROM  
 PANAMA NEXT WEEK . . . GEO. MELFORD AND ALLAN  
 DWAN ARE MEGAPHONING TWO CORKING PRODUCTIONS  
 . . . MORE NEWS NEXT WEEK—PEP.



# A Sacrifice for the Good of the Team—

## Have a Laugh, Folks!

### A Sensitive Sole

It was at the end of an imperfect hike, in which the colored outfit had tramped ten miles, and back. One of the bucks, footsore and otherwise sore, meandered on blistered feet around to the supply sergeant's office:

"Sarge," he demanded, "Ah wants a pair o' new shoes."

"Whassermatter dem yo' got on?" retorted the sergeant. "Pears lak dey's plenty good enough."

"On top dey ain' so wuss," admitted the private, "but dem soles is worn so thin Ah kin stan' on a dime an' tell whether she reads heads or tails."

### Score One for Hiers

"I thought Paramount advertised the 'Super-39' pictures for the second half year," said Walter Hiers.

"That's right. Why?" he was asked.

"Well, I saw in the catalog 'Only 38' and I wondered."

But "Only 38" is the name of a William de Mille production to be made shortly.

### Nerve

Guard: "Sir, the forger in 233 wants to borrow a pen and some paper."

Warden: "Attack of conscience? Wants to write home?"

Guard: "No, sir. He wants to practice up on signatures so he won't be out of form when he's released."

### An Every Day Occurrence

Bam—"See here, young man, you don't have to watch the clock. I'll call you when it's time to go home."

Office Boy—"I know, but I might be too busy to hear you."

### Named Her Right

"What name did yo' give yo' new baby, Eliza?"

"I done christened her 'Opium'?"

"Why did yo' call her 'Opium'?"

"Because Opium comes from de wild poppy and her poppy is certainly wild."

### Gr-rr, Clack, Clack, Phuf!

Willie: "Pop, what is a death rattle?"

Pop (who knows): "The last gasp of an expiring Ford."

## Wilkes-Barre-Grams

(General)

By "Bud" Gray

Having the interest of his co-workers at heart, our amiable Branch Manager, Mr. Earle Sweigert, has arranged for a weekly program of pictures showing each Thursday evening in our Theaterette. A full attendance each Thursday night evidences the success of the idea.

"Bill" Devonshire and m'self jumped the "rattler" for the charming little town of Montrose, Pa., famous as a summer resort, dairy and farm center. Heretofore, PARAMOUNT PICTURES have NOT been shown here and upon learning that two twigs from the PARAMOUNT family tree had arrived, these good folk expressed keen joy at learning that they would be able to see PARAMOUNT PICTURES twice weekly. Bill blazed the trail and lost no time in hooking on at the expiration of a competitor's contract, placing our product in solid 100%. Securing PARAMOUNT amounts to a change of policy and with exploitation such as has been outlined, the house should be kept jammed. The proprietor—a goodly fellow—has been giving a couple of passes for two or three lines of "notice" in the local weekly sheets. Montrose numbers about 1,700 souls and all craving PARAMOUNT PICTURES!

We note thru PEP that Cupid has been doing the finest kind of "Exploiting" and trust that he will be connected with each Exchange. Due to pressure of business, he has been excluded from our midst. (He's one of those fellows you can never tell anything about.)



## Saturday Night Follies

Highbrow—"I go forth to bathe."

Lobrow—"All right, I'll go fifth."

## Along Came Paramount

He was just a young exhibitor,

A personal friend of mine,

He owned a small theatre,

But couldn't make a dime.

Gloom and despair overtook him,

Until at last one day,

He bought a Paramount picture,

And he surely made it pay.

Then he bought accessories,

Some heralds, a three-sheet or two,

And now he's over that feeling,

That feeling folks call blue.

—Des Moines Exchange.



## Often Means More Than a Single

### Our Des Moines Staff



PEP'S cameraman recently visited the city of Des Moines and secured the above photo.

In the photo at the left is a group of hard-working salesmen wearing the famous Paramount smile.

Left to right, standing, they are: A. W. Nichols, Branch Manager; Frank Crawford and W. H. Wiley.

Seated are: T. M. Eckert, Ted Mendenhall and R. M. Copeland.

The centre photo is a group of our entire exchange personnel. Front row, seated: George Stevenson, T. M. Eckert, Ted Mendenhall, Frank Crawford, W. H. Wiley, Wesley Reynolds.

Standing, left to right: John E. Kennebeck, Jack Curry, R. M. Copeland, Mrs. Colleen Barker, W. E. Barker, Miss Hazel Douglas, Miss Alice Madole, Ernest Frace, Miss Edythe Gray, Mervin Hyde, Miss A. K. LeGendre, William Neal, Misses Eva Sparks, Marie Clement, Mrs. Rose Quigley, Misses Wilma Morton, Ruth Mertz, Emma Trotter and Sarah Cockran.

Trio in doorway, left to right: Gladys Caplan, A. W. Nicolls and Miss Grace Veenstra.

In the photo at the extreme right are: A. W. Nicholls greeting Ted Bryant, the first exhibitor to visit our new exchange in Des Moines.

### Chicago Blitherings

By Bill Danziger

Otto Bolle, City Sales Supervisor, has -er, rather had—a new gas-eater. Through the deft accomplishment of stepping on both the accelerator and the brake at the same time, Otto almost established a new "Manslaughter" record in the I. C. station.

"Herb" Hayman, who insists that "East Side, West Side," is the national anthem, now says he knows a hay-shaker so dumb that he thinks cross-eyes is a command. "Fevven's sake!"

Walter Hiers huffed and puffed his way around the local tepee while en route to Syracuse for a life sentence in matrimony. His chubbiness was lionized by the sweet things. Correct this sentence: "Nobody loves an obese male."

And the bowling tournament rambles along merrily. "Dinosaur" Goldberg appears certain of first place. He's stopped speaking to everybody—except those that owe him money.

Giddap thar, Napoleon! Gotta gang of exploitation to do!

### Albany Bits

#### MORE POWER TO BROTHER SCHMITT

Congratulations were being buzzed around the office Monday of this week, for our handsome Office Manager, Mr. John Schmitt, who just passed his second wedding anniversary.

Mr. Moritz, the Branch Manager of Buffalo Exchange, dropped into our office for a little chat while waiting for trains to New York, for a business conference.

#### HERE'S A GOOD ONE

Friday evening—which was the fifth day of showing for "KNIGHTHOOD" in Troy, New York—a physician was called out of the audience for a telephone call. The following conversation was heard in the box office: Talking to the Nurse—"Say, Miss—, didn't I tell you not to call me? I have tried for four days and nights to get a seat to see this picture and now you call me—you will kindly give the hypodermic according to instructions and unless in case of death—PLEASE do NOT bother me."

Now I ask you—isn't that nice?—Some picture that can keep a physician from going to his patients. Hurrah—another mark for Paramount.



## One of the Big Scenes



The above picture shows the technical staff getting ready to shoot one of the big scenes for "Mr. Billings Spends His Dime," starring Walter Hiers with Jacqueline Logan featuring in support.

This is Mr. Hiers' first starring vehicle and director, player and cameraman are leaving nothing undone to make it a success.

The above is one of the many exterior scenes being taken on location at California.

## "Bella Donna" Completed

"Bella Donna," the first American-made starring picture of Pola Negri, has been completed after nearly three months of production work at our West Coast Studio, by George Fitzmaurice.

"Bella Donna" has occupied the star's attention since her arrival in America last autumn. A notable cast including Conway Tearle, Conrad Nagel, Lois Wilson, Claude King, Macey Harlam, Robert Schable, Adolphe Menjou and Mario Carilo was assembled for this initial American appearance of the heroine of "Passion" and other European successes.

Mr. Fitzmaurice and Miss Bergere will spend the next few weeks cutting and titling the production. Miss Negri will enjoy a well-earned vacation before she rejoins the other two members of the trio in preparation for her second American picture, "The Cheat."

## Long Island News

By Siegel

George Melford, now directing "You Can't Fool Your Wife," with Leatrice Joy, Lewis Stone, Nita Naldi and Pauline Garon, has added Paul McAllister to the cast. He will have the rôle of a distinguished and profound experimenter in therapeutic chemistry. Mr. McAllister was last seen in "Peter Ibbetson," wherein he had the rôle of M. Seraskier. In the present production, McAllister, as Dr. Konrad Saneck, compounds a new anaesthesia which permits the surgeon to hold a subject's life in suspension for hours at a time.

A new procedure in staging dance numbers for motion picture productions is being followed at our eastern studio. As is done in musical comedy, the "ladies of the ensemble" are rehearsed in advance of the actual shooting, and it is a common thing for visitors at the Long Island studio to find perhaps two dozen girls in workmanlike rehearsal togs "working out" a new dance. With a director of the dance, and a three-piece orchestra, they practice and rehearse until they get the desired kick, snap and pep into their steps. At present there are twenty-four girls from the Ned Wayburn school rehearsing a pirate's dance for the Bootleggers' Ball in Nassau, which is to be a feature of George Melford's "You Can't Fool Your Wife," by Waldemar Young.

Thomas Meighan has cabled from Panama where he and his company of players are making exterior scenes for "The Ne'er-Do-Well," under the direction of Alfred E. Green, that rainy weather has delayed the shooting schedule and the company will not return to New York before the first of February.

Bebe Daniels celebrated her birthday last Saturday by working all day and part of the night in scenes for "Glimpses of the Moon," an Allan Dwan production. It's not for the p. a. to tell what birthday it was even if he knew but one may guess that there were not many more than twenty candles on the cake.



## In and Around Paramounttown

By Shirk

Superb weather conditions have rendered exterior work the order of the day recently at the Lasky studio, and as a result there are few companies inside. At the Lasky ranch scenes have been made for "The Law of the Lawless," directed by Victor Fleming and starring Dorothy Dalton, supported by Theodore Kosloff and Charles de Roche. Picturesque, indeed, is the Tartar village erected for this production and there is plenty of exciting action. In one episode a battle scene involved the use of hundreds of horsemen and a lot of ammunition in the way of blanks.

"The Trail of the Lonesome Pine," starring Mary Miles Minter with Antonio Moreno in support and directed by Charles Maigne, has likewise been made largely at the ranch and in other locations. Feud scenes, a village attacked by a klan of feudists, etc., made the action highly thrilling.

Jack Holt's "The Tiger's Claw," directed by Joseph Henabery, was brought to an end last week with a great flood scene also on location. A number of important final scenes showed Holt making a great jump on horseback over a chasm.

"Grumpy" is being made almost wholly at the studio, in contrast to the others, in a set that is both exterior and interior erected on one of the big stages. This is William de Mille's production and Theodore Roberts, May McAvoy and Conrad Nagel are featured. The incidents attendant upon the theft of a great diamond have been made recently.

"Prodigal Daughters," starring Gloria Swanson, Sam Wood's production, had scenes on the Argyle lot and in other exteriors. The scenes where Gloria and Ralph Graves (leading man) descend from an aeroplane in a storm and are forced to spend the night at the Cradle Inn, are being made.

"Mr. Billings Spends His Dime," starring Walter Hiers with Jacqueline Logan featured in his support, has been finished by Wesley Ruggles. Hiers left Sunday for Syracuse to marry Miss Adah McWilliams. He will take a trip to the South before returning with his charming bride to Hollywood.

"Bella Donna," starring Pola Negri, supported by Conway Tearle, Conrad Nagel and Lois Wilson, is also finished. George Fitzmaurice is now preparing for the start of "The Cheat," a few weeks hence, with Pola Negri as star, Jack Holt featured and Charles de Roche supporting them. The reproduction of the famous success will doubtless be a great hit with a public that has not yet wearied of the picture, first produced by Cecil B. De Mille. It is a record-breaker among photodramas.



### Jeanie Macpherson Here

Jeanie Macpherson, author of Cecil B. De Mille's new production, "Adam's Rib," is enjoying a brief vacation in New York. On her return to California she will resume work on the scenario of the forthcoming De Mille version of the Ten Commandments.

### Talking Things Over



Jeanie Macpherson, author of many of Cecil B. De Mille's successes and Paul Iribe are here seen talking things over on the huge prehistoric set of the big production "Adam's Rib."

Paul Iribe designed and built this huge set which has been the talk of Hollywood and will soon be the talk of the country.

### Rob Wagner is to Direct

Jesse L. Lasky announces that the noted humorist who has been doing title work at the studio for a year, will first wield the megaphone for a Walter Hiers picture as yet unnamed.

"I don't expect to create gales of cataclysmic mirth," says Wagner, known far and wide as author of "Film Folk," "A Girl of the Films" and "California Almanack." "If I can make 'em purr' through the picture—that's the thing I want."

And Rob's the boy to do it!

## A New Member



**Ricardo Cortez**

The newest member of our Paramount Stock Company, at our West Coast Studio, is Ricardo Cortez, a Castilian type, who has just been signed for a long contract by Mr. Lasky.

Mr. Cortez is an accomplished dancer, and has strong dramatic potentialities.

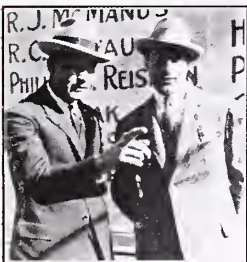
He is young and clean cut.

We are going to watch this young man's career closely, for he seems destined to reach a real eminence in our film world.

Mr. Cortez was discovered by Mr. Zukor and Mr. Lasky while they were dining in Los Angeles during the convention.

**Miss Dalton, who is just finishing "The Law of the Lawless," at the Lasky studio under Victor Fleming's direction, will spend a vacation of two weeks in Florida before coming to New York to start her new picture.**

## Director and Leading Man



Victor Fleming, left, and Charles de Roche were caught by Pep's cameraman discussing points on "The Law of the Lawless", the picture that Mr. Fleming will direct starring Dorothy Dalton and in which Mr. de Roche will play the lead.

It will be remembered that Mr. de Roche recently arrived from abroad after having been signed by Mr. Lasky.

## Agnes and Agnes



Studying the art of motion pictures and watching her aunt as the star have put very prosperous thoughts in the mind of Agnes Ayres Henkel, Miss Ayres's niece, who recently visited our West Coast Studio and insisted on demonstrating to all there that she could pose just as well as her aunt and without looking in the camera.

## Richard Ordynski to Make Début

Richard Ordynski, famous as a former stage director of the Metropolitan Opera, who has been for several months at the Lasky studio studying the art and technique of the screen under Cecil B. De Mille, will make his début as a Paramount director with "The Exciters," which will soon be put into production at our Long Island studio.

Mr. Ordynski is now in New York making preparations for the start of the picture in which Bebe Daniels and Antonio Moreno will be co-starred. This scenario has been written by Edmund Goulding and the latter is now at work on the script of "Lawful Larceny," Allan Dwan's next production in which Hope Hampton will have one of the featured rôles.

*Richard Ordynski*

## Ruth Captures the Hero



Stars may come and stars may go

Vamps may vamp but they are slow,—

For when little Ruth, daughter of Conrad Nagel, arrives on the scene, her daddy immediately assumes the rôle of her hero.

Conrad Nagel and his daughter Ruth are indeed proud of each other, as can be seen by the photo.



## Something New



Gloria Swanson

Here is a brand new pose and costume for Gloria Swanson.

This is something new for Gloria, and to say she looks attractive, is to say the least.

All decked out as a little bonnie lassie, with golf clubs and all, she is going to try her luck on the course at Hollywood.

## Stars Enjoying Rests

Several of our stars are enjoying rests between pictures. Betty Compson is in the East for a trip and will return soon to start "The Rustle of Silk," in which she and Conway Tearle are to be featured. It will be a Herbert Brenon production. Pola Negri leaves shortly for a vacation after finishing "Bella Donna," and prior to beginning "The Cheat," a George Fitzmaurice production, in which she will star. Jack Holt will be featured and Chas. De Roche will be in support; Agnes Ayres is also away but returns soon to do "Contraband." Jack Holt finished "The Tiger's Claw," and straightway proceeded to don polo clothes and start out in his favorite amusement. The exceptionally fine California weather just now is a great lure to everyone to hie for "over the hills and far away."

## Irvin Willat Arrives

Irvin Willat has arrived from the Coast to prepare for the filming of "Fog Bound," which will be made at our Long Island studio with Dorothy Dalton as the star. Paul Dickey, famous as a playwright and author, has been engaged to write the scenario from this story by Jack Becholdt.

## The Villain Enters

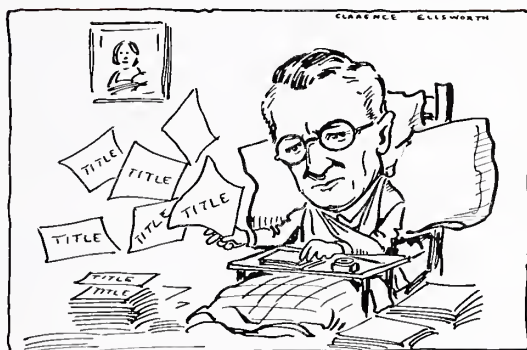


Walter Long got next to a prehistoric cave man's wig recently at the studio while Agnes Ayres played the part of a trapped heroine.

Of course the hero was not far away and the wig was torn off revealing not a real villain but a regular chap in Walter Long.

## Laskyville Villains

No. 2—Rob Wagner



Our second villain answers to the name of Wagner—Rob Wagner, to be exact, with no wicked intentions connected with the first part of the cognomen.

We pick Mr. Wagner as the greatest living example of patience. Take a second glimpse at the above likeness and note an arm taking a vacation.

Writing the titles for Paul Powell's "Daughter of Luxury" wasn't enough, so, in order to write the titles of Sam Wood's "My American Wife," in a comfortable bed in a hospital, Mr. Wagner decided to have an automobile spill and break his shoulder bone. Then the shoulder bone decided to mend crooked so that it could be re-broken, re-set and remended in suitable hospital surroundings. And with it all, we see the same old smile and hear the same old cheerful words that he's "getting along fine," and how he does it will always be one of the seven wonders of the Laskyville township.

PEP

## Barrett Kiesling Here

Barrett C. Kiesling, one of the members of our West Coast Studio Publicity staff, arrived in New York last week after visiting six exchanges en route.

Mr. Kiesling gave short, snappy talks to the various office staffs en route, Branch and District Managers, Salesmen, Exploiters in each of the six exchanges and in many cases called on many prominent exhibitors, giving them high lights on Cecil B. De Mille's production, "Adam's Rib."

Mr. Kiesling will start back shortly for the West Coast, stopping at six more exchanges en route.

The following exchanges were visited by him en route East:

Salt Lake, Omaha, Minneapolis, Chicago, Detroit and Buffalo. He will stop at the following exchanges on his return trip:

Boston, Philadelphia, Washington, Cincinnati, Pittsburgh, Kansas City.

We are indebted to Mr. Kiesling for his most interesting story appearing in this issue.

# The Covered Wagon—A B. O. Tonic

## A Few Salt Lakers



PEP'S cameraman was exceedingly busy at Salt Lake recently, and called many members of our big family outside the exchange.

The photographic identification is as follows: No. 1, left to right: Helen Spiers, Bookkeeper; Ava Dansie, Billing Clerk; Gladys Beckwith, Cashier; Clearence Key, Chief Accountant.

No. 2. Booking Department: F. J. Murphy, Head Booker; Grace Clarke, Stenographer; and A. W. Smith, Asst. Booker.

No. 3. Accessories Department: A. K. Shepard, Accessories Mgr.; Gertrude Price, Stock

Clerk; Eustice Carpenter, Shipping Clerk; Madge Mitchell, Stenographer; and Ray Hendry, Receiving Clerk.

No. 4. Shipping Department: Etta Susman, Inspector; A. E. Hudson, Chief Inspector; Martha Snively, Inspector; R. D. Edmonds, Shipper.

No. 5. Maintenance Department: Ruth Showell, Maintenance Clerk; Helen Sterzer, Filing Clerk; Ellen Underwood, Stenographer; Mary Hession, Stenographer.

No. 6. Ruth Showell, Telephone Operator.

## NEW ENGLAND GETS TWO OUT OF SIX

H. G. BALLANCE'S DIVISION BOASTS OF A LIVE DISTRICT.

GEO. SCHAEFER SAW TO IT THAT BOSTON WAS AWARDED FOURTH PRIZE AND PORTLAND, MAINE, FIFTH IN THE ANNUAL DRIVE.

"WALT" SCATES IS THE BOSTON B. M., AND J. H. MACINTYRE, PORTLAND'S.

## PROPS

## HE'S PRETTY TOUGH-HIMSELF!







*The Covered Wagon is Coming*

# A Hearty Welcome to the South

**S. R. Kent Announces That Distribution Department Takes Over Five Southern Exchanges. F. F. Creswell in Charge. Kantner is Exploiteer.**



**F. F. Creswell**

Widespread report for the last two weeks regarding our taking over the Southern Enterprises was terminated last Friday by the signing of contracts between ourselves and the Southern organization.

The five Southern offices affected by this deal are Atlanta, New Orleans, Charlotte, Dallas and Oklahoma City.

Speaking of the deal, Mr. Kent said: "We are naturally delighted to have the Southern offices become one and the same as our own organization and I can not be too demonstrative and sincere in extending a hearty welcome to the forces in these offices into our happy family."

"As far as I know now," continued Mr. Kent, "the offices will be manned by the same personnel with the exception of Oklahoma City where Carroll Peacock, formerly Salesman at Los Angeles, will take command as Branch Manager, and right here I want to congratulate Salesman Peacock on this promotion for he has brought it on himself by his hard work, interest, confidence and faith in Famous Players."

"The deal itself has been most satisfactory to all concerned and I know that everyone is in sympathy with my feelings in extending this hearty welcome to the South."

Fred Creswell, long identified with our organization, remembered for his activities with our salesmen schools and extreme knowledge of the business in general, will be in charge of the five Southern offices with headquarters at Atlanta.

Mr. Creswell himself is extremely busy completing final arrangements in the South and in commenting on the personnel, said: "I want you to know that we have the greatest people in the world down here. They are workers and believe me they possess pep galore, as you will see from their activities in time to come."

"We'll tell the world," continued Mr. Creswell, "you will know the South is here from now on and that these chaps that have battled year in and year out for prizes on the annual drive will have five new contestants to work with, so watch your step."

Oscar A. Kantner has left Minneapolis and is now stationed in Atlanta as Exploiteer and his activities are already beginning to tell throughout the territory which he invaded about a week ago.

## THE DEAL

Upon the signing of contracts last week S. A. Lynch of Atlanta was relieved of the management of theatres and exchanges. The capital stock of the Southern Enterprises has been owned in its entirety by Famous Players-Lasky Corporation for the last three years.

Famous Players paid to S. A. Lynch Enterprises Finance Corporation \$1,900,000 which appeared on the company's consolidated balance sheet as a liability.

Of this sum \$1,500,000 was paid by Famous Players-Lasky Corporation agreeing to issue to S. A. Lynch and his associates 15,000 shares of Famous Players common stock.

The Theatre Department, under Harold B. Franklin, will take over the operation of the theatres formerly operated by Southern Enterprises which were taken over as part of the deal.

It was announced at the Home Office that our corporation did not contemplate any re-financing and that there was no truth in rumors recently circulated to that effect.

## Kent Comments

Upon being informed of Zane Grey's signing with the Production Department for a series of his outdoor stories, Mr. Kent, on behalf of the Department of Distribution, said:

At the various Conventions held during the past three years, there has been quite a demand for big outdoor material and especially has the name of Zane Grey been brought up from time to time. There is no author of the great outdoors today who knows the big West as Zane Grey does. There is no author whose books have had the wide circulation and who has been as commercial and sound in what he has written as Zane Grey.

His addition to the Paramount program is one that we all welcome from his own standpoint as well as our own, because we believe in him and what he stands for implicitly.

The first of his big series, "TO THE LAST MAN," will appear in our program next Fall. Our enthusiasm for this product will be evidenced by the dollar and cents results that will be shown.

S. R. KENT.

## Officers of New Enterprise

The following officers of Southern Enterprises, Incorporated, have been elected:

President, Frederic G. Lee; Vice-President, Harold B. Franklin; Secretary and Treasurer, Frederick Metzler. Daniel Michalove, Director of Theatres, will be in active charge of theatre operations under the supervision of Harold B. Franklin, and A. S. Barnard is retained as general counsel.



## Live Wires From The Southland



At the recent convention in New Orleans, directed by Fred Creswell in charge of the entire Southern District, PEP'S cameraman secured the photo of these "lively" Southern boys.

"This wonderful convention in New Orleans," said Mr. Creswell, "convinces me of the fact that the boys down here are going to lead the

rest of the field a merry race in any kind of a drive; in other words, we have no fears of the tombstone coming down to the Southland."

We would like very much to identify the above photo but we have not the names.

Mr. Creswell can be seen third from the right with his hand in his pocket, and back of his left shoulder is L. L. Dent.

### Does It Pay?

A real concrete example of the good of national advertising is brought home to us in a letter to Mr. Kent from H. H. Buxbaum.

The story goes that an exhibitor came into Mr. Buxbaum's office recently for the purpose of buying the last part of group six.

At first there was a little difficulty between Buxbaum and the exhibitor getting together on prices and the exhibitor finally realized the value of the pictures in this group by the value of national advertising, only after Buxbaum was thru showing him the advertising booklet prepared by Hanff-Metzer, covering the scope of national advertising thruout the country.

As Bux says, "the exhibitor did not realize the extent of our national advertising until I showed him the Curtis circulation of the 'Ladies' Home Journal' and 'The Post.' The exhibitor realized then and there the value of this national advertising to his business and said that he never before realized we reached so many until I had called his attention to it."

That is just the purpose for which this attractive booklet was issued—to fortify your statements with little facts and figures, showing circulation and copies of our national ads.

Put this book to use and you will find it not only of assistance to yourself but a valuable help and information to the exhibitor in reaching his public.

### Franklin to the Coast

Harold B. Franklin, Manager of our Theatre Department, is now in Los Angeles on a part of his two weeks' trip.

### Testimonial to Reid

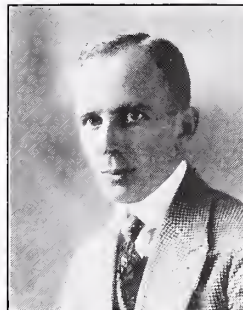
At a recent showing of "Clarence," at the Liberty Theatre, Portland, Oregon, the Manager addressed the audience from the stage informing them of Wallace Reid's fight for life. He asked that he would like to have the audience endorse a wire of encouragement to Mrs. Reid.

C. M. Hill, Branch Manager, in telling PEP of this, said:

"If there has been any doubt heretofore in the minds of theatre owners as to where the public stands on Reid, they should have heard the roar of approval that poured forth from the audience. They were absolutely 100 per cent for him."

Cousin "Punch" has adopted a great slogan; it is: "What we do we are."

### A Canadian Exploiteer



George Smith

Now that you have read a great deal of George Smith's writings in PEP, we indeed take a great deal of pleasure in showing you just what he looks like.

Mr. Smith has been very active exploiting our productions in Canada and is fast spreading the doctrine of Paramount thruout that territory.

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 JANUARY 24, 1923 No. 29

## A Little Argument and a Great Truth

By Jad

An exhibitor, a **PARAMOUNT** booster of old, criticized our first six months' output of group six by making the broad statement that he did not make money on our big pictures excepting "**MANSLAUGHTER**."

He was instantly challenged on that point and being very fair indeed, agreed to produce his records of all big pictures played of that group.

His figures brought out a great truth.

He had made consistent money on our big pictures on an average thruout, not figuring "**MANSLAUGHTER**," but the profit made on "**MANSLAUGHTER**" was so much greater than the others that it stood out like a sore thumb. This is significant.

In due fairness to the sagacity of this exhibitor be it said he never would have brought up this subject if he had analyzed it from that angle.

This also brings home a point to us that is well to bear in mind and it would be well if every exhibitor recognized it. "**MANSLAUGHTER**" was a leader; a trail blazer. It opened up to many exhibitors, possibilities of gross receipts and net profits not dreamed of before.

All hats off to the leader. It is the leader who carries the crowd with him and develops greater fields.

Look carefully over the **SUPER-39** and you will find many more leaders there and these leaders will blaze newer trails and open up even greater possibilities than ever.

Surely no box-office needs a greater tonic than that.

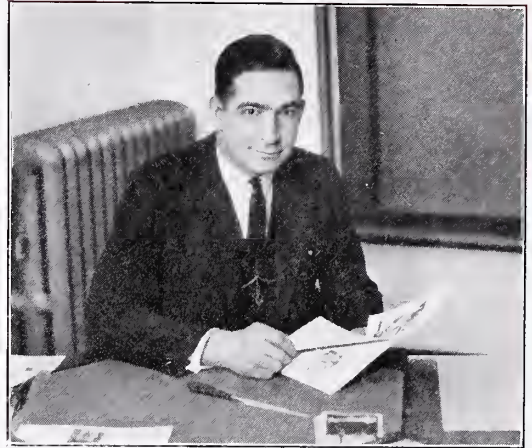
## Fast Work

Speaking of fast work, F. H. Blakely's department at Cleveland, recently received a communication from Dallas by wire, asking for lithographs.

The wire was dated the 12th, Blakely's orders were out on the 13th and away down in Dallas material was received on the afternoon of the 16th.

This is what we call speed.

## Wilkes-Barre B. M.



You have seen the layout of the Wilkes-Barre Exchange on the front cover; read about their auspicious start in the new territory and now we present to you Mr. Earl W. Sweigert, Branch Manager of that peppy little exchange.

It will be remembered that Mr. Sweigert was formerly Sales Manager at the Philadelphia office and his record there made his promotion to Branch Manager at Wilkes-Barre automatic.

## Strong for Reid

As we go to press letters are pouring in from exhibitors in all parts of the country in which they state that their public is ninety-nine per cent in favor of Wally Reid.

The latest comment is the Alston Theatre, Alston, Mass., in which the exhibitor writes to Walter Scates, our Branch Manager at Boston, that after careful canvass, eleven people out of twelve hundred representative patrons of his theatre were the only ones adverse to seeing Reid's pictures in the future.

The balance, as the exhibitor expresses it, wanted him to live on forever.

## Canadian Records Shattered

During the week ending January 13th, "**Knighthood**" played at the Toronto Hippodrome to 47,283 people. This breaks all records for the attendance at any picture in one week since the motion picture came to Canada.

George Smith, Toronto Exploiteer, had considerable to do with this success through his splendid newspaper work, window displays, mailing material and street ballyhoo of Tudor-costumed misses distributing heralds. He thoroughly sold "**Knighthood**" to Toronto amusement goers.

"It is not the hours you put in that count; it is what you put into the hours."



# Result Is The Realization of Effort

## New Haven Nutmeg Gratings

By Russell Moon

Mr. John Tierney has been confined to his home with an attack of old man La Grippe for the past week, which has now developed into Tonsillitis. Misfortune never travels singly, John.

"When Knighthood Was in Flower" has played in seven key cities in the last two weeks to record houses.

The entire personnel of the New Haven Exchange mourns the loss of Wally Reid, who was beloved by all. In fact, the entire State of Connecticut feels his passing greatly. The Fine Arts Theatre, in Westport, is playing "Across the Continent," at a "Reid" memorial performance.

Mr. John Powers, our Branch Manager, made a flying trip through Zones 1 and 2 selling the "39" and "Knighthood" in key points, this week.

## Cold Weather Salesman



William H. Erbb, Salesman out of our Portland, Maine, office, travels the snow-laden country and enjoys it.

The above photo of Mr. Erbb was taken in front of the Star Theatre in Bar Harbor, Me.

The exhibitor says that he did not have to shovel all of the snow that you see piled up here, due to the fact that he runs Paramount Pictures and most of it was trampled down by the crowds going to the theatre.

The smile on Erbb's face is due to the fact that he just closed a contract for the famous Forty-one.

## Ricketson's Triumph



Rick Ricketson, Denver Exploiteer, has just added more laurels to his already heavy crown through the exploitation of "Knighthood" in Denver. Rick has engineered some wonderful campaigns but this one stands as the most masterful of them all in every particular.

Here we show the book float he had on the streets all day long for ten days. The book measured 10½ feet high and electric bells were played inside. If you think this is good you ought to see the pictures of his many other stunts which space unfortunately does not permit us to publish.

Rick transformed the front of the Princess Theatre into the facade and entrance of a castle. This was a masterpiece. The ushers were costumed and the interior was decorated to conform for which thousands of dollars of draperies were loaned by the leading stores. The Willys-Knight Motor Co. staged a big parade of new cars carrying banners tying up with the picture. Representatives of this company were present from all Denver territory key cities and will arrange similar parades in their towns.

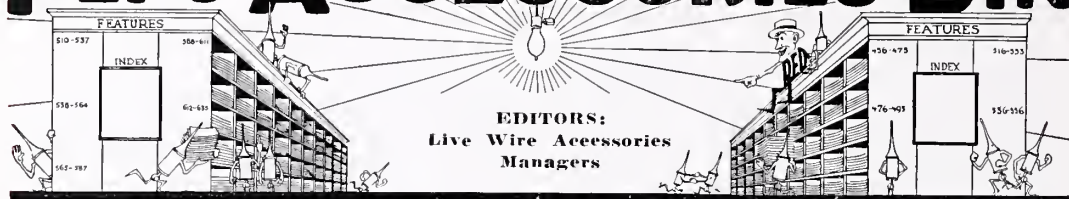
Windows galore were tied up but only with chain store organizations so as to secure the most displays and the best locations. Every window was a work of art, some displaying miniature castles with cut-outs of the "Knighthood" characters. Restaurants either had special menu cards printed or attached announcement slips.

Altogether this was probably the most extensive, beautiful and effective exploitation campaign Denver has ever seen and the results at the box office thoroughly justified the efforts and expense. We salute Rick, as well as Mr. Homer Ellison of the Princess, who made it all possible.

## Another Daddy

Jack Farrell, who watches the destinies of our stock room at the Home Office, became a daddy last monday, when a seven-pound baby boy put in its appearance at the Farrell household. We hasten to congratulate the Farrells.

# PEP'S ACCESSORIES BIN



## Accessories Managers

This is Where You Stood for Week Ending  
January 20th

Based on percentage of accessories quota delivered.

1. Pittsburgh.
2. Peoria.
3. Boston.
4. Salt Lake.
5. Philadelphia.
6. Portland, Ore.
7. Des Moines.
8. Sioux Falls.
9. Indianapolis.
10. Kansas City.
11. Columbus.
12. Omaha.
13. New Haven.
14. Cleveland.
15. New York.
16. Detroit.
17. Los Angeles.
18. Buffalo.
19. Chicago.
20. St. Louis.
21. Washington.
22. Seattle.
23. Minneapolis.
24. San Francisco.
25. Denver.
26. Milwaukee.
27. Cincinnati.
28. Wilkes-Barre.
29. Albany.
- Maine—NO REPORT.

Those above the line delivered more than  
their quota—GET OVER THE LINE.

## Fischer Says

Without a doubt we all deserve a severe "tanning" for not having kept the accessories bin where it belongs.

I will tell the world the "tanning" would do me good and I am going to come thru.

J. W. FISCHER,  
Minneapolis Accessories Mgr.

That is what we call a comeback. We are for this kind of Pep.

## Davis Starts New Year Right



Roy Davis

Roy Davis, Accessories Manager Pittsburgh, with the help of everyone else at that Exchange has certainly started the New Year with a great wallop.

To date the Pittsburgh Exchange has averaged more accessories business than any Exchange in the country, bar none.

And you fellows who copped the accessories prize this year better watch your step or Roy will find himself at the top of the heap when the next Paramount Month rolls by.

Roy says he is going to make his accessories quota look sick, even if it is bigger than it ever was before.

## Successful Letter

O. L. Freeman, Atlanta Accessories Manager, advises us that he is having very good success as the result of a circular letter sent out on fanfotos.

Up to date he has received orders for 10,975, purely as the result of this letter.

## Edelman Keeps Them Posted

Keeping the salesmen posted and with good results, has been the hobby of Lou Edelman, Accessories Manager at Washington.

Lou's idea is to catch the salesman just prior to leaving on his trip, and give him the very latest information on prices on accessories and any special reductions on particular items.

In addition to this he gives them information on every account in accordance with their routes, having consulted them as to their routing. It is needless to say the results have been very satisfactory.

Mr. Lane, one of the newest salesmen at our Washington Exchange, has stuck very closely to Edelman's idea with the result that he, Mr. Lane, is consistently sending in orders on accessories and is quickly following along the lines of the veteran salesmen, Meyers, Messiter and Rothman.

In fact, the salesmen and the accessories department in Washington are not losing an opportunity of selling accessories.



## Fanfotos

F. L. Collins, St. Louis Accessories Manager, just advises that he sold the Missouri Theatre, St. Louis, a whole slough of Fanfotos.

They print their week's program on the back. Incidentally, if Fanfotos are good enough for the Missouri, they are good enough for any theatre in the world.

## The Right Spirit

P. Morgan,

We have your letter of January 15th, relative to "Pep's Accessories Bin." Without a doubt, we all deserve a severe "panning."

You may rest assured you will receive our cooperation hereafter.

Very truly yours,

Irving W. Fischer,  
Accessory Manager.

## Cohen Writes

The big fellows are not being overlooked and I find that the herald-letter idea originated by Mr. Gluck, of the New York Exchange, is proving very helpful. We are constantly changing the wording; for instance, the other day we sent out a herald-letter with the reading: Day by day, in every way, our heralds are getting better and better. Naturally there are some wise-crack comments from the exhibitors who return the letter with an order for heralds and this all helps.

I want to say I am getting real cooperation from Harry Swift, who is proving an indefatigable worker on behalf of accessories sales. Before he goes out on a trip he tells me what towns he is going to visit and with the data that I supply him, he is able to bring back some very fancy accessories orders. The New Year looks very, very rosy to me.

Cincinnati Accessories Mgr.

## Fox and Rotos

H. B. Fox, one of our latest additions to our Accessories staff and Accessories Manager at the Denver Exchange, is following up and turning loose his surplus stock on rotos by writing the exhibitor direct, after consulting the Booking Department, explaining to the exhibitor the value of these rotos as relating to good advertising. He also mails a sample with the letter.

The result: his stock is depleting.

## Kantner and Accessories

Oscar A. Kantner, Exploiteer at Atlanta, believes in arm-in-arm cooperation with the Accessories Department and has already planned visits with Accessories Manager Freeman to a number of towns in the territory to the interest of more accessories.

Watch 'em go.

## An Idea for the Boys in the Field

From W. W. Caldwell, Oklahoma Accessories Manager

In selling window cards, heralds and roto sections in the smaller towns, I found some exhibitors objecting to the cost of imprinting.

While I have never accepted this argument without contesting it, I have made an arrangement which I believe will break down any sales resistance in this connection.

I have arranged with the O. K. Stamp & Seal Co. of this city to make up on our request, for any exhibitor who desires one, a set of rubber stamps, one for heralds, one for window cards, etc., on which the letters are changeable.

We have already had a number of requests for these from exhibitors. Mr. Leachman, Manager of the Pastime, Woodward, Okla., bought a set of stamps for \$11.15, three weeks ago, and claims to have saved \$25 in that length of time.

This idea is submitted for what it might be worth to some of the other boys.

## "McVickers' Order"

J. J. Hess, Chicago Accessories Manager, advises us of the sale of 75,000 heralds on "ADAM'S RIB," for McVickers' Theatre, Chicago.

Beat that!

### BUXBAUM SAYS:

There's no use selling big pictures at big prices if you don't sell accessories to exploit them.

## New Haven Stepping

New Haven is another Exchange which is starting out right now to win the 1923 accessories prize.

V. Johnson, Accessories Manager, is turning in some handsome business in proportion to the size of the Exchange. If the whole country delivers on the same basis as New Haven, we will give Mr. Kent about a fifty per cent. increase in accessories business this year.

## Salesmen Accessories Orders

Here's the specimen of orders coming in Washington from salesmen.

This one was just received from Salesman Lane from Roanoke, which calls for 7,000 fan photos, 20 insert frames, 20 insert cards on each production, oodles of heralds, 10 24-sheets on the big productions, 20 24-sheets on "Knight-hood."

We'll say Lane is doing some real fine selling.

# In the Foreign Field



## Outside Paramount House



After a consultation with the officers of our organization in London, Flashes's cameraman secured a photo, left to right, of E. J. Ludvigh, Secretary and Treasurer of our corporation and head of the legal department; C. Karuth, J. S. Martin, T. B. Vaughn, A. W. Kerly, Chairman of our organization in London, and J. C. Graham, Managing Director in London.



## E. E. Shauer Goes to Havana

E. E. Shauer, director of our Foreign Department, left on Sunday, January 21, for Havana, Cuba, in company with Chester E. Sawyer, Vice-President of the Caribbean Film Company, on a business trip of from ten days to two weeks. Plans for the distribution of our pictures during the year will be discussed with officials of the Caribbean Film Company, who have been Paramount distributors in Cuba, Porto Rico, Central America, Colombia and Venezuela for several years.

## Other Paramount Houses



The fact that Paramount Pictures are shown the world over is evidenced by the above photo of the Eiga Club, our first run theatre in Osaka, Japan.

The box office records of this theatre were begun with our production, "Fool's Paradise," on October 31st, and the receipts were 3,021 yen.

## In London

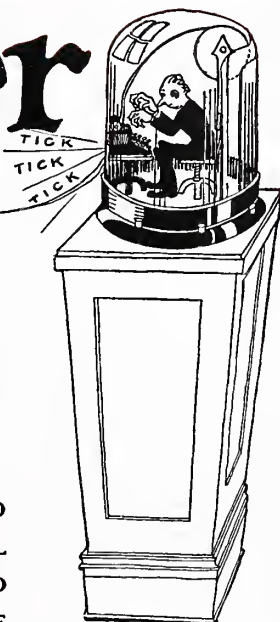


When E. J. Ludvigh, Secretary and Treasurer of our corporation, arrived in London he had a consultation with J. C. Graham, Managing Director of the Famous-Lasky Film Service, Ltd., and A. W. Kerly, Chairman of our London organization.

Mr. Ludvigh left the shores of the U. S. for an extended trip abroad the early part of January and will return in about a month.



# Pep's Ticker



HAROLD B. FRANKLIN ON TRIP TO WEST COAST . . . SECOND ANNUAL PARAMOUNT PEP CLUB BALL ANNOUNCED FOR MARCH 9TH AT HOTEL COMMODORE . . . TWENTY-FOUR PIECE ORCHESTRA—WHOW! WHO COULD THINK OF A BETTER TIME? . . . GEORGE WEEKS WAS IN CHICAGO THIS WEEK . . . JOHN McCONVILLE, EX-PLOITEER AT BOSTON, AND RUSSELL MOON AT NEW HAVEN, WERE IN FOR A BUSINESS CHAT WITH CLAUD SAUNDERS . . . E. E. SHAUER, DIRECTOR OF FOREIGN DEPARTMENT IN HAVANA, ON A BUSINESS TRIP . . . MR. LASKY HAS SIGNED ANTONIO MORENIO FOR FIVE YEARS TO PLAY LEADS . . . M . . . O . . . S . . . LASKY LEAVES FOR EAST NEXT WEEK . . . R. W. SAUNDERS GOES SOUTH ON BUSINESS THIS TUESDAY . . . NEURITIS STILL LINGERING IN GEO. MELFORD'S ARM . . . JOHN DAY, SOUTH AMERICAN REPRESENTATIVE, IS IN TOWN . . . P . . . E . . . P . . . A. J. MICHEL OF HOME OFFICE IS THE PROUD DADDY OF A BABY GIRL . . . CONGRATS., A. J. . .

# What's The Use Of A Smile

## Calgary Wits

By Erma Alloway

The "Pep Club" is giving a dance on Feb. 3rd, which will be a splendid opportunity for the new members of the different Exchanges to get acquainted. We know a good time will be had.

Exploiting for the Go To Theatre Week which starts Feb. 12th, is all completed and there is no doubt that this will assist greatly in the attendance during the coming year, as they are all high quality productions and every one a box office attraction.

Mr. Frank Marshall, our "live-wire" Manager, is still going strong and out for the business. When an Exhibitor comes into the office to see Mr. Marshall to tell him he has decided to buy pictures other than Paramount, after a brief interview with "our boss", he leaves the office fully convinced that Paramount is the only thing on the market.

Miss Trevelyan, our little Accountant, is clapping herself on the back for getting trial balances every week first short. Keep up the good work, Doris.

George Lynch, our Shipper, is so busy these days filling Accessories Orders that he hasn't time to eat. We can't see where he is getting any thinner though.

Bill Kelly, our Sales Representative, is out on the road and going after 'em strong. By the pleased look on Bill's face, one would almost think he got a raise or something.

Tom Kelly, Bill's big brother, is kept pretty busy booking up films.

Peggy Smith, our little bobbed-hair Revisor, hasn't given up hopes of learning to skate yet. We often wondered why Peggy stood up to her work; now we know.

I am not one of the new "39" Super Specials, but I'm new just the same and I want to acknowledge that I am with the peppiest bunch of peppers that I've ever seen.

## Wyliegrams

Love is like an onion,  
We taste it with delight,  
But when it's gone we wonder  
Whatever made us bite.

Coffee to coffee,  
Tea to tea,  
A shoemaker's daughter  
Made a heel out of me.

## Cincinnati Chatter

By Samuel Cohen

January is clean-up month in the Cincinnati Exchange. Day by day in every way we are getting cleaner and cleaner.

After listening to Gene Haddow outlining the clean-up idea, we are seriously considering him as a possibility for the job of Commissioner of the Department of Street Cleaning.

Things started off with a clean sweep, so to speak, the minute Mr. Milligan, Branch Manager, handed out the toy brooms.

The salesmen were chockful of enthusiasm for the plan. George Yule, Salesman in Zone 4, proved that he had taken to the idea in earnest by washing his neck before starting out on his trip.

Mr. Milligan expressed himself as being very well satisfied with the results thus far attained. "For once each one of us can see what the other really looks like," was his significant statement.

Manuel Naegel, Booker, insists that he is as clean as a whistle. You can't fool us, Manuel—we've heard you whistle!

We will now close these few observations by recalling that old adage: "cleanliness is next to godliness." Sometimes, however, we do get discouraged. Cleanliness looks as if it were next to impossible!

## A Psalm of Life

Tell me not in mournful numbers  
Advertising is a dream,  
For the business man who slumbers  
Has no chance to skim the cream.

Life is real! Life is earnest!  
Competition something fierce!  
If for dividends thou yearnest,  
Learn the parry, thrust and tierce.

In the business field of battle,  
Mollycoddles have no place;  
Be not like dumb-driven cattle,  
Be a live one in the race.

Lives of great men all remind us  
We can bring the bacon home,  
And departing leave behind us,  
Footprints on another dome.

Let us then be up and doing,  
Otherwise we may be done;  
Still achieving, still pursuing,  
Advertise and get the "mon."  
—Michigan Legion Monthly.



# Unless You Hang It On Both Ears

## Montreal Mutterings

By Tom Dowbiggin

"SUPER 39"—New contracts coming in—"Box Car Numbers, Mr. Shean."

G. E. Akers paid us a visit on way to New York.

Jim Foy stepped in town on his way to Ottawa.

Tom Dowbiggin says if Ruth Weafer remembers the Sunday School days she won't have to go back much farther to remember a lot more. 'Nuff sed, Ruth, you're all growed up now.

Miss Rigler, our Accountant, is in New York. Office being capably run by our Mr. Joyal. Have a good time, "Reg."

Winter Sports Carnival started in big; two months to go.

Our bowling team now has Highest Three Strings, Highest Single, Highest Team Average. The first half under their belt and the second half tied up. Some team, I calls it.

## A Young Convention

Between the conferences last week in Claud Saunders' office, with Exploiters in the field, those who dropped in the office on business and those to be assigned, it looked like a convention hall.

There was Russell Moon from New Haven, John McConville from Boston, John D. Howard, ye editor, formerly an exploiteer; a new boy to be assigned, namely, Jack Hellman, and Leon J. Bamberger, Assistant to Mr. Saunders.

## In the Other Days



Leon J. Bamberger

Among our collections of photos taken in the other days is that of Leon J. Bamberger, Assistant to Mr. Claud Saunders, Manager of our Exploitation Department.

This picture was taken at the age of six years and we wish to call your attention to the fact that Bam did not borrow this suit from A. J. Ferte, whose picture was shown not long ago in a like regalia.

## Albany Jots

By Cliff Lewis

Mr. Clark, the Traveling Auditor, has been in our Exchange for the past week, checking up all the vaults of money we have. And by the way, we have it, too. We always go over the top on all cash drives. Ask Mr. Kempner.

Everyone is hitting the ball 100 per cent and seems the motto is now "Knock 'em cold." And why should we be all pepped up? With such productions as "Adam's Rib," and "Covered Wagon" coming. Oh, boy, we can't wait until they are released.

We haven't seen much of our Branch Manager, Mr. Kempner, during the last two weeks. He has been closing contracts for the "THIRTY-NINE" and he HAS some contracts, too.

## Initiative

The world bestows its big prizes, both in money and honors, for but one thing.

And that is Initiative.

What is Initiative?

I'll tell you: It is doing the right thing without being told.

But next to doing the thing without being told is to do it when you are told once. That is to say, carry the Message to Garcia: those who can carry a message get high honors, but their pay is not always in proportion.

Next, there are those who never do a thing until they are told twice: such get no honors and small pay.

Next there are those who do the right thing only when Necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story.

Then, still lower down in the scale than this, we have the fellow who will not do the right thing even when someone goes along to show him how and stays to see that he does it: he always is out of a job, and receives the contempt he deserves, unless he happens to have a rich Pa; in which case Destiny patiently awaits around the corner with a stuffed club.

To which class do you belong?

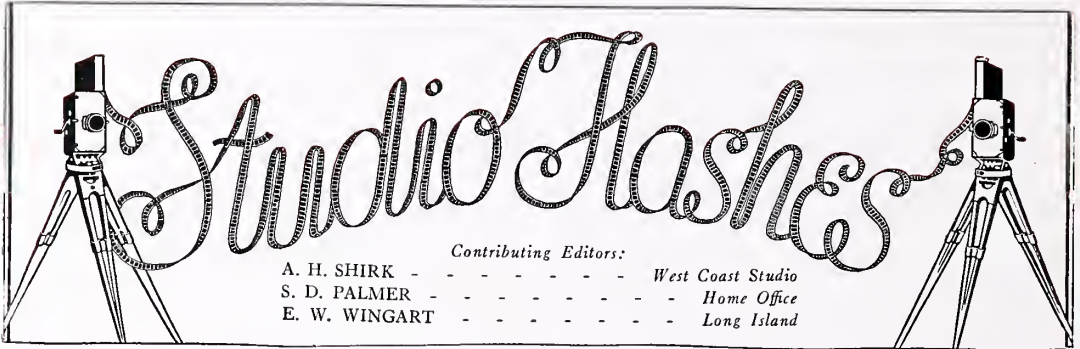
—ELBERT HUBBARD.

## Sympathy?

Salesgirl: May I help you?

Customer: My brudder he loss hees wife. I want one of dees death congratulation cards.

—Rustcraft Rustler.



## Lasky Announces Zane Grey Productions

Famous Author of Outdoor Works Signed for Series of His Best Stories

One of the most current and important announcements made by Mr. Lasky was to the effect that Zane Grey, one of the most famous authors on outdoor stories, has been signed by the Production Department for all of his current and future works on the screen.

The first three pictures which will be produced in rapid succession will be filmed on the identical locations where the stories are laid.

The first is "To the Last Man," a story which is laid in Arizona and founded on a feud which is known as The Pleasant Valley War.

The next will be "The Heritage of the Desert," scenes laid in Utah where the company will be sent to make the filming.

The third thus far announced will be "The Wanderer of the Wasteland."

Zane Grey is essentially an outdoor author. His stories breathe the bigness of the West. Mr. Grey gave up a trip to the Caribbean which he had planned, in order to be present at the filming of his stories by our organization. He will work hand in hand with Lucien Hubbard, who in turn will collaborate with Doris Schroeder, comparing the continuities.

Victor Flemming has been selected to direct "To the Last Man," on account of his interest and enthusiasm in stories of this sort. Work on this production will be started early in the Spring, the others following early in the year and thence forward.

Mr. Grey is tremendously enthusiastic over the arrangement as indicated by his cancelling of a trip to which he had looked forward.

In a letter to Mr. Lasky, Mr. Grey says:

"Dear Mr. Lasky: I must hasten to tell you how very happy I am over the connection with you, and to thank you for your splendid proposition, and to assure you that I feel my longed-for ideal is to be realized. And that is to put the wild, lonely, beautiful places of the West, with their past life and action, on the screen for the pleasure, education and uplift of the world, and particularly America.

"I look upon this as a magnificent opportunity for me to create and plan for the future.

"Faithfully yours,

"Zane Gray."

### Thomas Meighan Returning February 1

Thomas Meighan has cabled from Panama, where he and a company of players are making exterior scenes for "The Ne'er-Do-Well," under the direction of Alfred E. Green, that rainy weather has delayed the shooting schedule and the company will not return to New York before the first of February.

### Testimonial to Reid

Wallace Reid, after putting up one of the gamest fights of men against sickness, passed away at a sanatorium in California, January 19th at 1:40 P. M.

Never in the history of the death of a prominent star has such grief taken not only his friends in the organization, but fans numbering in the hundreds of thousands thruout the country, as did the news of his death.

It would be a vain effort on the part of type to properly eulogize this boy who has entertained the millions that have seen him on the screen.

His loss is keenly felt by the entire organization and by friends from every part of the world.

Our deepest sympathies are extended to Mrs. Wallace Reid and her family who stood by him in his hours of suffering.

Memory of his being will linger with us always, for we know that no one can take his place.



## Long Island Notes

By Wingart

Bebe Daniels, who has been in California working steadily in motion pictures for the last fifteen years, gets the thrill of her life every time it snows in New York, where she now is making "Glimpses of the Moon." "I haven't seen snow fall since I was six years old," explained Miss Daniels. "Of course I have gone up in the mountains in California to make snow scenes but the snow was always on the ground. To see it coming down fascinates me."

Leatrice Joy, who is a native of New Orleans, was swept by a feeling of homesickness recently when she walked into a set depicting a crooked little street in Passy, a suburb of Paris, which was built in our Long Island studio for picture purposes. The scene reminded her of the French quarter in her home town, and as Miss Joy has been away from her native heath but a very few years, the familiar scene and the memory of her happy childhood there made her rather weepy. From the way she looked about the set, one knew she was hunting for her former playmates as if she expected them to appear in the doorways or at the windows of the set. But her name being Joy, she soon threw off the pleasant sadness when Director George Melford called her for a scene in "You Can't Fool Your Wife," which he is producing at the Paramount eastern studio, with Leatrice Joy, Nita Naldi, Lewis Stone and Pauline Garon in the leading rôles.

Such is realism in the movies!

An exact replica of the French taxi which was recently given a place among the war relics in the Museum in Paris, to honor the great service done by the taxi drivers in conveying French troops to the Marne during the World War, was used in a scene for Allan Dwan's production: "The Glimpses of the Moon."

This cab is of the type most common in the streets of Paris, and its appearance in the cobble-stoned, crooked little Passy street, on the outskirts of the French capital, lent the atmospheric touch to a studio scene correct in every detail.

Waldemar Young, who has just completed an original story for the screen, "You Can't Fool Your Wife," which is now in production at Long Island under the direction of George Melford, has begun work on the adaptation of "Salomy Jane," which will be Mr. Melford's next picture following the completion of the one he is now on. "Salomy Jane" will be made at the Lasky studio in Hollywood.

John Colton, author of "Rain," one of the outstanding dramatic successes on Broadway this season, has been engaged to write the scenario for "The Exciters," a picture to be put in production soon at our eastern studio under the direction of Richard Ordynski. Bebe Daniels and Antonio Moreno will be co-starred in the picture.

Colton will be remembered as the author of "The Woman Who Walked Alone," starring Dorothy Dalton, and other well known stage and screen successes.

## Proud Daughter, Proud Mother



To say the least, they are proud of each other.

Miss Joy on the left of her mother and Mrs. Joy on the right of her daughter.

Mrs. Joy recently paid a visit to our Long Island studio to watch her daughter Leatrice make the picture, "You Can't Fool Your Wife," directed by George Melford.

## "The Cheat" to be Started Monday

According to the present plans, the notable re-production of "The Cheat" will be started January 29, as a George Fitzmaurice production starring Pola Negri with Jack Holt featured and Charles de Roche in support. As is generally known, this subject has the record of being one of the most successful ever screened. It was originally produced in 1915 by Cecil B. De Mille and was written by Hector Turnbull, the present adaptation being the work of Ouida Bergere. Everything possible will be done to make this one of the most dramatic and powerful photoplays in our big list of productions during the year.

## A New Creation



Bebe Daniels

Here's Bebe Daniels in a brand new style of bridal costume she wears in "Glimpses of the Moon," directed by Allan Dwan.

The picture is being made at our Long Island studio and Miss Daniels is not only kept busy during scenes, but between scenes, trying on the many gowns she has to wear in the picture.

## In and Around Paramounttown

By Shirk

Herbert Brenon has started his first picture, "The Rustle of Silk," in which are featured Betty Compson and Conway Tearle and which was adapted by Sada Cowan and Ouida Bergere from the novel by Cosmo Hamilton. Among the others in the cast are Anna Q. Nilsson and Cyril Chadwick and the story is declared to be unusually pleasing.

Mr. Brenon exhibits great care in detail and rehearsal of his scenes prior to shooting them. His reputation for making big productions, his intense realism and his natural exuberance and enthusiasm are wonderful assets and the film public may expect an exceptionally good picture in "The Rustle of Silk." Miss Compson just returned from New York where she went for a flying trip prior to starting the picture.

The 29th of this month will mark the start of several new pictures at our West Coast studio, among them being "Contraband," in which Agnes Ayres will star under the direction of Wesley Ruggles, who recently finished Walter Hiers' first star picture, "Mr. Billings Spends His Dime." "Contraband" is an adaptation by A. S. LeVino of a story by Clarence Buddington Kelland.

Another picture starting on this date is Walter Hiers' second star comedy entitled "Seventy-Five Cents An Hour," directed by Joseph Henabery, in which Jacqueline Logan will be featured in support. Grant Carpenter adapted the original story by Frank Condon.

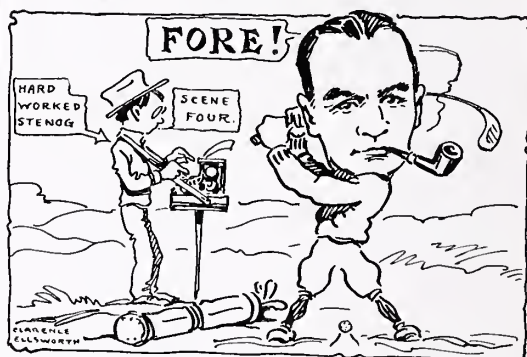
According to schedule, "The Trail of the Lonesome Pine," starring Mary Miles Minter with Antonio Moreno in support, will be completed this week. Director Charles Maigne has made a decidedly thrilling and a strong heart-interest drama of this old favorite. As the little mountain heroine, Miss Minter, it is said, has done some of the best work of her career.

Scenes showing the gypsy caravan and romantic incidents in the nomad camp and the Tartar village, have occupied Victor Fleming during the week, in his picture, "The Law of the Lawless," which stars Dorothy Dalton with Theodore Koslon and Charles de Roche in support. Almost entirely an outdoor picture, colorful in the extreme, full of thrills and the mystery of little known places and life, with the passion and primitive romance of Tartar and gypsy, this picture promises to be amazingly entertaining. It is by Konrad Bercovici, famed for his tales of the wandering gypsy tribes, and was adapted by E. Lloyd Sheldon and Edfrid A. Bingham. Tully Marshall, Margaret Loomis, Fred Huntley and others appear in the cast in addition to those noted.

A variety of incidents in Greenwich Village, in a great gambling establishment and elsewhere, have been made for "Prodigal Daughters" this week. Sam Wood, who is producing this picture, starring Gloria Swanson, believes that he has an exceptionally powerful story and a well balanced cast. The smashing climax will round out a picture filled with the modern spirit with which young people of today are imbued. It is an adaptation by Monte M. Katterjohn of the Joseph Hocking novel. Theodore Roberts, Vera Reynolds, Ralph Graves, Louise Dresser and others appear in the cast.

### Laskyville Villains

#### No. 3—Hector Turnbull



P. S.—Who is he, where does he come from and what's his occupation? Outside of helping a little on "Bella Donna," and writing the original of "You Can't Fool Your Wife," we discover that once in a while he plays golf. As far as golf goes, we refer you to one Jerome Beatty, Lasky studio. However, we do know this—if it's a Beatty smile on Monday morning Hector Turnbull wasn't the best golfer in town on Sunday, but if it's a Turnbull smile that same bright day—every day in every way our golf is getting better and better!

M. B.

### McAvoy and Nagel

May McAvoy and Conrad Nagel, two of the best known featured players at our West Coast studio, are now cast together for the first time in their careers. Both have important featured rôles in "Grumpy," William de Mille's production, in which they share honors with Theodore Roberts, also featured.

Both Miss McAvoy and Mr. Nagel have been admirers of each other's work and have expressed time and again a desire to appear together in a picture. But until Mr. de Mille selected both for rôles in "Grumpy," that wish has remained unfulfilled.



## A Dangerous Curve



PEP'S cameraman secured this difficult shot recently of Walter Hiers in a famous speedster on the second run of the Lasky cup race across stage four at the West Coast studio.

The fact is, Walter says, that he is going so fast, you can't even see the wheels on his car, while Walter—is not even batting an eyelash.

PEP *Walter Hiers*

## Grumpy to End Soon

William de Mille will bring his production, "Grumpy," to an end early in February and will have completed, it is believed, one of the most interesting pictures he has done in a long time. The element of mystery which enters so strongly into this play by Hodges and Percyval and which Clara Beranger adapted, is always fascinating, and wonderful characterizations are being achieved by Theodore Roberts, May McAvoy and Conrad Nagel, the featured players, as well as by Casson Ferguson, who plays the heavy rôle, Charles Ogle and others.



## "Let It Be Said That—"

Out here far away from the corner office on the ninth floor, front, in old 485, there is a picture being made the atmosphere of which reminds us of the personality of the girl in that office who does the secretarial work of a certain Mr. S. R. Kent. The atmosphere of Mrs. Julia Crawford Ivers' "The White Flower" is the personality of Elsie Hemmer—calm, quiet, dignified and getting somewhere. There's a peculiar noticeableness of it as we stand and watch the company—Betty Compson doing a wild Hawaiian dance, a huge Honolulu dance room and a large jazz band—everything conducive to noise and hubbub. We are at a loss to figure out whether it is the personality and gentleness of Mrs. Ivers' direction or whether it is just awe that mere woman has reached such a stage of success as to be director and author of a Paramount Picture starring one of the best known Paramount personalities, Betty Compson. The moral is, why not try to know both Mrs. Ivers and Elsie Hemmer better, see the picture when it's finished, and continue boosting Paramount?

M. BROOKS.

## Melford Completes Cast

To the already imposing cast of George Melford's present picture have been added Julia Swayne Gordon and John Daly Murphy, who are to play Mr. and Mrs. Jackson Reddell, important characters in Waldemar Young's original story, "You Can't Fool Your Wife." The principal rôles in this picture now being produced at our Long Island studio are in the hands of such popular players as Leatrice Joy, Lewis Stone, Nita Naldi, Pauline Garon, Tom Carrigan and Paul McAllister.

Julia Swayne Gordon has achieved an enviable screen career, having played leads and starring rôles with the Vitagraph Company for a number of years. She played the leading feminine rôle in Cosmopolitan's "Heliotrope," and appeared with Dorothy Dalton in "Dark Secrets."

John Daly Murphy is best known for his comedy rôles on the legitimate stage, one of his recent parts being comedian in "It's A Boy," which had a successful Broadway run this season.

Tom Carrigan, who began his picture career back in 1909 with Pearl White in "Gypsy Love," when a 400-foot film was a feature picture, is playing a heavy for the first time.

## Three More For L. I.

Preliminary preparations are under way at our Long Island studio for three new pictures to be put into production in February, "Fog Bound," "Lawful Larceny" and "The Exciters."

Irvin Willat has arrived from the coast to prepare for the filming of "Fog Bound," which will be Dorothy Dalton's next picture. Miss Dalton will spend two weeks in Florida on a vacation following the completion of her latest picture, "The Law of the Lawless," which is being finished at the Lasky studio on the coast under the direction of Victor Fleming.

Edmund Goulding has started to write the scenario for "Lawful Larceny," which will be Allan Dwan's next production following the completion of "Glimpses of the Moon," on which he is now working. Hope Hampton will be one of the featured players in this picture.

Plans for the production of "The Exciters," in which Bebe Daniels and Antonio Moreno will be co-starred, are now being worked out by Richard Ordynski, who will direct the picture.

## Star and Director



"Are you ready for your next scene, Leatrice?" says George Melford.

Say the word, Mr. Melford, and the scene is on.

George Melford, Director, is here telling Miss Joy that he is ready for her on the set of the new picture, "You Can't Fool Your Wife," now in production at the Long Island Studio.

## Watch For Featurette On Covered Wagon

### ZUKOR AND KENT TO EUROPE

ADOLPH ZUKOR AND S. R. KENT WILL SAIL FEBRUARY 10TH ON THE OLYMPIC FOR AN EXTENDED BUSINESS TRIP TO EUROPE.

THIS TRIP WILL COVER A PERIOD OF SEVEN OR MORE WEEKS AND WILL BE IN THE INTEREST OF FOREIGN BUSINESS.

MR. ZUKOR AND MR. KENT WILL VISIT THE FOLLOWING CITIES: PARIS AND NICE IN FRANCE; NAPLES, ROME, IN ITALY; BUCHAREST, BUDAPEST AND VIENNA IN AUSTRIA; CONSTANTINOPLE IN TURKEY; BERLIN IN GERMANY; THE LARGEST CITIES IN NORWAY AND SWEDEN, THENCE TO ENGLAND AND FINALLY BACK TO THE U. S., ARRIVING HERE ABOUT THE MIDDLE OF APRIL.

ACCOMPANYING MR. ZUKOR AND MR. KENT WILL BE MR. BOWDEN, WHO WAS FORMERLY WITH MR. HOOVER ON THE FOOD COMMISSION ABROAD, AND WHO IS EXCEEDINGLY WELL VERSED ON CONDITIONS OF THE EUROPEAN CONTINENT.

#### His Luggage

A story is told of a Continental traveler who brought with him into the restaurant-car an enormous bag, which he deposited by the side of the table.

The conductor promptly rebuked him, saying, "You mustn't bring that bag in here. You must put your luggage in the van."

"That's not my luggage," was the reply. "I'm going to Austria; that's my purse."

—Toronto Telegram.

#### Quite Different

Madame (to caller)—Have a chair?

Caller—No, I've come for the piano.

#### In a South American Republic

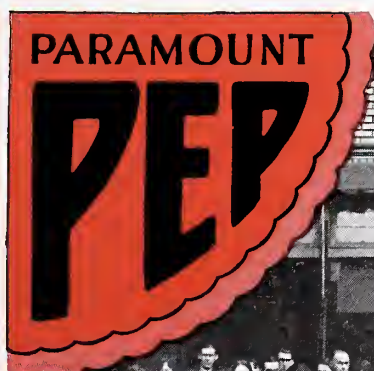
The President: Where's the Army?

The Secy. of War: He's out rowing in the Navy.

### JOHNNY FLIVVER --- -- HE MEETS THE "GRAND OLD MAN"







A HEARTY  
WELCOME  
TO  
ATLANTA  
NEW ORLEANS  
CHARLOTTE  
DALLAS  
OKLAHOMA CITY



*Welcome To Our Southern Family!*

## Cooperative Brain Work Eliminates Three Hundred Prints

**The Problem of Print Saving Brought to a Head by the Consistent and Loyal Cooperation of District and Branch Managers and Bookers, Working in Conjunction With Method Issued by George M. Spidell**

The handling of prints on productions and its importance was never brought home with such force as it was in the last week when George M. Spidell, of the Home Office, revealed records that showed on the thirty-nine productions there was an approximate saving of three hundred prints.

This saving could only be instituted after the District and Branch Managers, together with the Booker, put their heads together and found the way to exchange prints with other exchanges in their district and thereby eliminate a certain number.

For instance, in the Boston, New Haven and Maine district, a reduction of eighty-four prints was made on the standing order of the "thirty-nine." Thanks to George Schaefer, his Branch Managers and Bookers.

In the New York, Buffalo and Albany District, H. H. Buxbaum, Branch Managers and Bookers eliminated ten prints from their standing order.

Harry Ross and his district, which at present covers Detroit, Pittsburgh, Cleveland, Cincinnati, Indianapolis and Columbus and with the district of Chicago, Milwaukee and Peoria, effected a total saving of one hundred sixty-five prints on their standing order.

Kansas City and St. Louis under R. C. LiBeau, found a way after Messrs. Blotcky and McManus with their Bookers had convened, to eliminate seventeen prints.

Louis Marcus, in charge of Salt Lake, Denver and Butte, with his Branch Managers and Bookers found that they could eliminate twenty-one prints from their standing order.

This should be recorded as an event in brain work and loyal cooperative methods in our history book. First, because it shows the willingness of these offices to find a way in which to cut down cost. Second, because this method is accomplished, not in a hazardous form, but in a way that will facilitate distribution in just the same manner as it was handled before this cut was made.

Just think this over and see the high spots hit by this cut.

George Spidell discussed the mounting cost of prints at the West Coast convention and immediately upon his return, with the combined efforts of Branch Managers and Bookers brought about this pleasing result.

Also another important factor in the printing side of this business is that one hundred prints will be turned into the laboratory for temporary loans on big and hurried bookings—another step for better distribution.

Furthermore, thirty thousand dollars worth of prints will be put back into circulation that were ordinarily lying on the shelf.

And finally this entire deal practically eliminates ninety thousand dollars cost and at the same time brings as good, if not better, distribution on one production.

When shown these reports, S. R. Kent said: "Thinking this matter over makes me feel very good indeed, not only for the saving of dollars and cents, but from the fact that the men in

*(Continued on page 5, 2nd column)*

### Changes in Canada

G. E. Akers, General Manager of our Canadian Offices, gives note of the following changes:

E. G. Zorn will succeed F. H. Marshall as Branch Manager at Calgary, effective February 5th.

Mr. Marshall will return to the States on special work under assignment by George W. Weeks, Sales Manager for Division Two.

### Look This One Over



This painting by PEP carries more real truth, advice and interest than many of the finest paintings you go to see.



## Our Friend, A. C.



A. C. Benson

A. C. (Al) Benson is the gentleman on the left, and is Special Representative, now located at the Wilkes-Barre Exchange.

"Al" opened the Wilkes-Barre office amid a thousand difficulties, and had everything running smoothly prior to the Branch Manager's arrival to take over this new office, formerly under the supervision of Philadelphia.

## Six Years With Us



When Mr. John Cecil Graham, our general Foreign Representative, with headquarters in London, was in New York recently in conference with Mr. E. E. Shauer, it occurred to the latter that Mr. Graham had been with us for six years.

Would that all could hear Mr. Graham's interesting analysis of Foreign Distribution and the likes and dislikes of people across the water, for films.

By his consistent analysis, thorough application and sound business principles, Mr. Graham has brought theatres thruout Europe to within a few months of release date where before they were nearly two years behind. In this way he has spread the gospel of Paramount thru lands that at first turned an unkindly eye towards motion pictures from the states.

Mr. Graham also announces the marriage of his only daughter to Mr. M. Bernard Greenhill of London, England, some time this April.

We congratulate Mr. Graham in celebrating his sixth year with Famous Players and also extend hearty congratulations on the announcement of his daughter's coming marriage.

## Kantner's Plans for "The Covered Wagon"

Oscar Kantner, Exploiteer at Atlanta, Georgia, is already getting busy on plans for "The Covered Wagon" for exhibitors.

The plan calls for each Zone Manager in various key towns for private screenings of this big production. Special invitations will be issued to every exhibitor within a radius of fifty miles from the town in which it is to be screened.

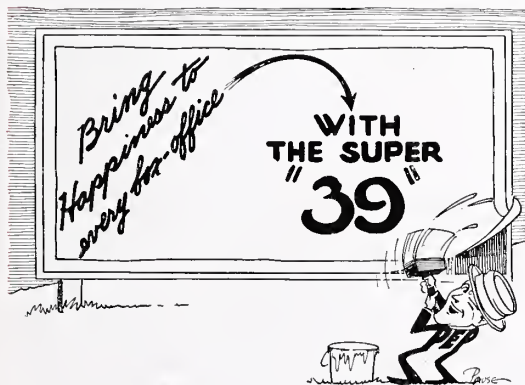
The Branch Manager, Accessories Manager and Zone Manager, if possible will be present to conduct these screenings.

The Accessories Manager will have on display a complete line of accessories on this production and at the same time Mr. Kantner will give valuable hints as to how the picture should be exploited.

This will no doubt be a great stimulant to sales on this production in that region, for aside from getting contracts from exhibitors, they will be prone to early playdates, extended runs and extra advertising.

Mr. Creswell in charge of our Southern Offices is heartily in accord with this move and looks for big results.

## A New Stand



Here's an idea for a new twenty-four sheet stand.

If you can't put it in your territory, put it in your brains and then tell the exhibitor all about it.

## The Front Cover

The front cover this week extends a welcome to the South and shows members of the Atlanta Exchange, who are, reading from left to right:

Miss Clark, Mrs. McConnell, Miss Reynolds, Mr. Costephens, Mrs. Askew, Miss Ponder, Miss Perry, Mr. Corall, Mr. Bell, Miss Reeves, Mrs. Watkins, Mr. Stansell, Miss Dodd, Miss Echols, Miss Snell, Mr. Bowman, Miss Shepard, Mr. Kay, Mrs. Boozer, Miss Payne, Mrs. Higgins, Miss Martin, Mr. Wilbanks, Booker; Mr. Bailey, Branch Manager; Mr. Freeman, Accessory Manager; Mrs. Aiken, Miss Straton, Miss Smith, Mr. Kantner, Exploitation Representative; Miss Weem, Mr. Tuttle, Salesman; Mrs. Mathews, Mr. Mock, Salesman; Miss Smith, Mr. Chestnutte, Salesman; Mrs. Jones, Mr. Klements, Miss Harbuck, Mr. Dawson, Salesman; Miss Gibbs, Mr. Wiseman, Salesman; Mrs. Ransom.

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 JANUARY 31, 1923 No. 30

## Getting Into The "Sticks"

By Jad

Much has been said about small town rentals representing profits and the revenue from big towns, production costs and distribution overhead. This is and always will be an economic truth peculiar to our business.

Competition is keener for us in small towns than elsewhere as some distributing companies specialize in that class of business to offset lack of representation in the cities.

If this can be the means of their sustenance, why cannot a more consistent proportion of this large volume be added to our present revenue than we now have, to represent a healthy growth for us?

It is due the masses to whom we carry the message of PARAMOUNT supremacy that PARAMOUNT pictures are available to them wherever there is a motion picture theatre.

Likewise it is as unfair to the public in small towns having a motion picture theatre, which our advertising circulation reaches in one form or another, to be denied the privilege of seeing our pictures in their towns, as it would be to placard the window of a store, exploiting merchandise which is not for sale in the town.

The solicitation of small town business may mean making early trains, traveling under difficulties and living the simple life, always requiring patience and dogged determination, but these have their reward sooner or later.

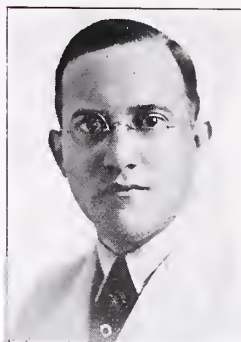
A true analysis of a salesman's ability properly to build up a zone is reflected in the amount of small town revenue he accumulates and maintains, indicating at all times the extent to which he permits himself to work along lines of least resistance.

Every once in a while we hear of some small town theatres closing for lack of attendance. Usually this is due to the showing of inferior pictures.

Residents of these towns are just as human as in the cities and desire the same high-class entertainment.

As exhibitors in the key cities find they cannot maintain the interest of the theatre-going public unless they present the best pictures, surely the small town exhibitors cannot expect to survive very long offering mediocre productions.

## A Busy Man



T. C. Young

They certainly are keeping Ted Young on the job these days. Just about the time you are getting ready to say "good morning," you find yourself saying "goodbye"—in fact, this morning ye editor shook his hand and said, "Glad to see you back, Ted"—the reply was, "so long, old-timer, leaving for the South in fifteen minutes, to be gone two weeks with headquarters in Atlanta."

Well, that's the way of the Real Estate Department lately. Now Lacey Johnson left for Memphis, Tenn., for business purposes.

Mr. Young had just returned from a trip to the South, and has gone back to further plans in that territory.

### MR. PEP SAYS:

No man can discredit his employer or his co-workers and escape the shadow himself.

When we sell the small town exhibitors we must include our super-productions at prices they can easily pay.

This will afford a demonstration of the real value and strength of our service, maintaining our prestige in proper comparison with other services.

Furthermore, it will enable these exhibitors to increase their patronage to a point eventually, where super-productions will have a proper marketable value.

If a theatre is open only one night a week and cannot absorb our entire output of any given season it is more constructive to sell them the better half of the list, including the big pictures at prices the exhibitors can pay than to sell them the portion of our product that is usually available to them at small town prices.

One obstacle in the path of obtaining small town business is the tendency of some distributors to offer a full show to these exhibitors at prices no more than or slightly in excess of what the feature alone should bring.

Space does not permit of a full treatise of this subject here but it is of sufficient importance to be covered later with a separate article.

Suffice it to say now, however, that this obstacle can be overcome.

We must bear in mind one fact which is that we are not so big that we can afford to ignore this small town business or overlook the needs of these exhibitors.

On the contrary we add power and prestige to our entire proposition when by this wider distribution we serve the smallest towns that boast of a motion picture theatre.



## Idleness Brings on Staleness

### Paramount Pep Club Ball Set For March Ninth

**The Club's Second Annual Affair to Take Place at Commodore Hotel. Promises to Eclipse Last Year, Which Was an Astounding Success**

Based on the success of last year's ball, which was one of the biggest social events in motion picture history, hundreds will now have their anxiety relieved by the announcement of the entertainment committee under E. C. Norrington, that March 9th is the big date.

The grand ballroom of the Hotel Commodore has been engaged and aside from a stage built right on the ballroom floor, the room itself will be elaborately decorated.

Anxiety stock is considerably above par in the announcement that the club again has engaged J. Cox and has famous twenty-four expert musicians for the big event.

The general committee under E. C. Norrington and their sub-committees are vigorously wading into peppy arrangements for the big events and this year will again introduce the most attractive dance program which was given away to all those present last year.

The program will carry complimentary pages of the various stars and directors, and business houses thruout the country.

Boxes this year will sell for \$100.00 and tickets outside of club membership will be \$5.00 per person. Club members on presentation of their club card will be admitted free and are allowed a reduction of fifty per cent on one ticket only, for an escort.

An elaborate supper will be served at midnight and immediately following the supper professional talent will again put over an entertainment second to none. Nils T. Granlund of Loew, Incorporated, has again come forth in his willing way to assist in this respect.

E. C. Norrington says he will duplicate if not eclipse E. A. Brown's splendid achievements of last year.

Mr. Brown was the chairman of last year's successful affair.

Those on the executive committee are: E. C. Norrington, Chairman; P. L. Morgan, Publicity and Advertising; H. C. Wylie, Entertainment; G. M. Spideli and A. M. Botsford, Program; G. B. J. Frawley, Tickets; E. A. Brown, Music; W. Cokell, Reception; M. O'Hagen and L. Hyman, Decoration.

### Bob and Babe



Bob Gary, Milwaukee Exploiteer, responded with this photo upon a request from us.

The other seven-eighths of the photo is none other than Babe, who tips the scales at 485 pounds.

Bob expects to use her on "The Covered Wagon," and paste a twenty-four sheet on her back, for exploitation purposes.

### A Wilkes-Barre Booster



Vernon "Bud" Gray

When you say Wilkes-Barre you hit Vernon Gray's middle name.

Vernon Gray, "Bud," as he is known to his colleagues, is fast putting Exploitation in Wilkes-Barre on the map and preaching the gospel of Paramount in that territory. He also is a liberal contributor to PEP.

"Bud" wears the famous Paramount smile and hangs it on both ears.

### Coin This One

Below is a new one coined by Oscar Kantner, Exploiteer at Atlanta:

**NATIONALLY ADVERTIZED  
NATIONALLY RECOGNIZED  
"IF IT'S A PARAMOUNT PICTURE—  
IT'S THE BEST SHOW IN TOWN."**

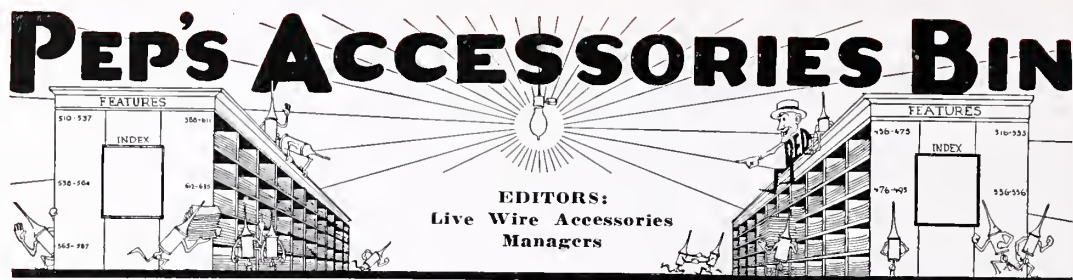
Kanter is putting this on all propaganda going out thru the southern district to a telling effect.

### Cooperative Brain Work

*(Continued from page 2)*

the field, especially the Bookers, have shown that they can play a big part in the saving of costs for this organization, by looking further into distribution problems and comparing them with booking problems."

"It is this interest and loyalty," continued Mr. Kent, "that makes possible a successful organization."



## “What the Branch Managers Say About Accessories”

“The salesmen are bringing in accessories orders from exhibitors on the larger pictures. When you sell a picture you have to sell its advertising possibilities. You have to sell the exhibitor on how to get the people in. Therefore you must talk accessories to him to make a complete sale.”

HARRY HUNTER,  
Manager Washington Exchange.

“I agree with you in everything you say. I am sure you can depend upon Milwaukee delivering for you one hundred per cent.”

G. A. DURLAM,  
Manager Milwaukee Exchange.

“As far as Indianapolis is concerned, you can depend upon us to deliver in volume of accessories sales a bigger gross than we have ever previously turned in.”

CHAS. REAGAN,  
Manager Indianapolis Exchange.

“You can rest assured that I will help Mr. Curry and that he will get one hundred per cent cooperation from every salesman, in fact, every employee in the Exchange. That is the way we work here.”

A. W. NICHOLLS,  
Manager Des Moines Exchange.

“The time is past when the Accessories Department can be kicked around the Exchange. If the picture is not properly advertised we always get the kick back. On the key towns which I close personally, I will make a separate sale of accessories on the big productions.”

FRED STRIEF,  
Manager Minneapolis Exchange.

“I have instructed the salesmen definitely to devote fifteen or twenty minutes to accessories sales on each and every contract. Accessories are a direct tie in between our advertising and the ultimate consumer.”

J. H. MACINTYRE,  
Manager Maine Exchange.

“No contract, especially on the larger productions, without a representative accessories order should be considered.”

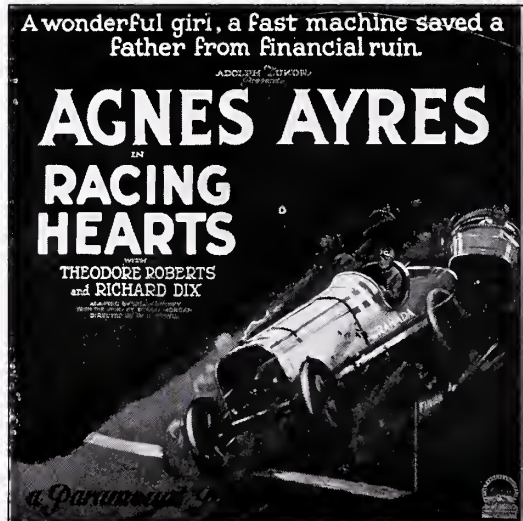
M. A. MILLIGAN,  
Manager Cincinnati Exchange.

## The New Fanfoto Idea

Supplementary to Mel Shauer's letters of January 16th outlining a plan issued by O. L. Freeman, Atlanta Accessories Manager, in which two hundred fanfotos are given gratis with every thousand purchased, John J. Curry, Des Moines Accessories Manager, recently made a trip thru the territory with Mr. Nicolls and found that the plan worked with telling effect.

In other words, Curry expects to report in the next few weeks, sales on fanfotos that will make all you boys sit up and take notice.

## They'll Stop and Look at This One





## An Open Letter to the Boys of the Accessories Department

It was with much disappointment that I looked in vain for "The ACCESSORIES BIN" in the issues of PEP and after waiting several weeks took the matter up with Mr. Shauer, who advised that he had been forced to practically edit it himself on several occasions. In other words, we didn't think enough of it to do our "BIT." Now I know better than that, for locally it receives the attention of the Entire Accessories Department first, and I am confident that the same feeling prevails throughout our Organization.

I know we are all pressed for time and that possibly some of the little things may not seem to have a general appeal in them, but just the same there are hundreds of happenings and incidents that come up in selling Accessories that would be of interest to all of us.

To you who have met Mr. Shauer personally, let's make an extra effort to take part of the editing of "THE BIN" off his shoulders and keep him supplied with enough material to make it the "success" it deserves, and show him that we appreciate his efforts in our behalf.

During 1923 let's make "THE BIN" the IMPORTANT section of PEP, "FOR IF IT'S WORTH RUNNING—IT'S WORTH ADVERTISING."

I. G. WHITE,  
Los Angeles Accessories Mgr.

## Holloway's Idea

H. Holloway, Philadelphia Accessories Manager, has compiled an accessories memorandum to the salesmen in that office. It is headed "FACTS SALESMEN SHOULD KNOW ABOUT ACCESSORIES."

It covers the high lights as well as the details in a most convincing manner.

This letter is being sent to each Accessories Manager and is on its way round the country now, and the men would all do well to adopt the idea immediately.

## A Peoria Order

Mr. Griffin, of the Accessories Department, received an order this morning from the Majestic Theatre, of Peoria, Illinois, for the following accessories: 1,000 1-sheets, 50 3-sheets, 35 24-sheets, 1,000 window cards, 5 sets of mats, 5,000 heralds, 50 6-sheets, 10 inserts. These are the kind of orders that make the Peoria Exchange a go-getter center.

## Two Good Lines

Morris Gluck, New York Exchange Accessories Manager, tells an exhibitor in writing that—

SOME HERALDS EVERY DAY  
WILL KEEP THE SHERIFF AWAY.

Gluck is following his letters up with short, snappy sales talks on various lines of accessories and is getting good results.

## Accessories Managers

### This is Where You Stood for Week Ending Jan. 27th

Based on percentage of accessories quota delivered.

1. Chicago
  2. Peoria
  3. Washington
  4. St. Louis
  5. Los Angeles
  6. Philadelphia
  7. Salt Lake
  8. Columbus
- 
9. Sioux Falls
  10. Portland, Ore.
  11. New Haven
  12. Pittsburgh
  13. Boston
  14. New York
  15. Omaha
  16. Milwaukee
  17. Cleveland
  18. Minneapolis
  19. Cincinnati
  20. Denver
  21. Seattle
  22. Des Moines
  23. Buffalo
  24. Detroit
  25. Indianapolis
  26. Kansas City
  27. Albany
  28. Wilkes-Barre
  29. San Francisco
  30. Maine (Report not in)

Those above the line delivered more than their quota—what's the matter with the others?

## Lou Breaks a Record

Lou Edelman, Accessories Manager at Washington, D. C., broke all records for that exchange last week when his accessories sales amounted to \$1,400.00.

And don't give me all the credit, says Lou, because the salesmen are selling the stuff like they have never sold it before and it seems as though they are trying to outdo each other in this respect.

A few high spots that Lou hit last week were 3,000 fanfotos, 60,000 heralds and 1,100 window cards.

An interesting thing in the Washington territory as discussed by Edelman, is the fact that salesmen are discussing among themselves the amount of accessories sold in the same manner that they discuss their film sales.

## Fischer's Order

I. W. Fischer, from our Minneapolis Exchange, just recently filled an order for \$1,300 worth of accessories on one account on the "Thirty-Nine."

## Boston Brevities

By Jad

Who says business is not back to normal and better?

Any doubting Thomases should see the exhibitor results in New England from "MAN-SLAUGHTER" and "KNIGHTHOOD"—and many others.

Mr. Scates, our reticent B. M., received fourth managers' prize, Paramount week. He immediately shared this with the gang, claiming he was not responsible alone for the great results obtained.

Action speaks louder than words.

Incidentally, Portland, Me., won fifth prize giving the New England division two out of the six prizes. Lest we forget, let us say with our chests out, this means two out of three New England branches participated in the prizes.

Some time ago our congenial D. M., George Schaefer, sold the boys an idea. He said: "Get your key centers and second and third line trenches sold on the '41' then you can rest up and take it easy.

This was done according to Hoyle. Mr. Schaefer then thanked us for the good work and said: "Now, boys, you have so much time on your hands let's clean up the small towns."

He had sold us another idea! Result: We are thoroughly sold in the big, medium and small towns.

We intended to take Sunday afternoons off if it wasn't for the SUPER 39.

After all it takes good salesmen to be sold an idea.

If some exhibitors we know were better salesmen we could sell them much easier. How about it, boys?

News item: This branch has just sent down to H. O., contracts covering our entire Key Centers for the SUPER 39. Howzat?

## Indianapolis Paragraphs

By J. C. Rodman

A DUMB HOOSIER FROM HOOSIER-DOM

Fred Wagoner, Zone 1 Salesman, Indianapolis, Ind., recently sold a small town community (for use in High School) "The Little Minister." Shipment was made but not returned, got them on the phone and we gained from their line of conversation that they were under the impression they had made an outright purchase, in other words, that it was theirs, "To Have and To Hold," "Forever." We are glad to say that we secured return without legal proceedings.

If "The Covered Wagon" was a Boat, would Jimmie Cruze? Sam and Holly-wood.

## Des Moines Chatter

By John Kennebeck

A. W. Nicolls, our Branch Manager, turned Minute Man last week when he crammed his trusty portfolio with literature, etc., on the "Super-39" and did a song and dance step to Carroll, Ia., Ft. Dodge, Webster City, and Ames on a successful expedition. "Nick" wielded his old time sales instinct with the result that Paramount's "Super-39" will blare forth in the foregoing cities. Jack Curry, Accessories Manager, accompanied the manager, and effected some record sales in accessories, according to the orders on his desk.

Miss Hazel Douglass, the Accessories Department Official Stenographer, is visiting in Minnesota.

"Rev." Frank Crawford, one of Des Moines star salesmen, may consider exploitation of Paramount Pictures a hobby. Exhibitors say he's a full fledged teacher in the ways and means of putting over a Paramount exploitation stunt. It was only recently that Frank and an exhibitor of Fairfield, Ia., effected an actual automobile crash on the town square and finished it by strewing red paint and women's clothes on the wreck. Of course, it was to exploit MANSLAUGHTER. And it was done at 2 A. M.

## Toronto Tattle

By G. A. Smith

News was brisk this week.

Don Wooley, Order Clerk in Toronto, became the proud father of a baby girl, then turned around and got appendicitis.

Harry Paynter, Shipping Clerk, took unto himself a wife several weeks ago and the news has just leaked out.

Percy Clark, formerly of the inspection crew, is now battling in the accessories league.

Mary Brown, assistant to H. Q. Burns, Accessories Manager, is so busy these days she says she hasn't time to do anything to get her name in PEP. Sorry, Mary.

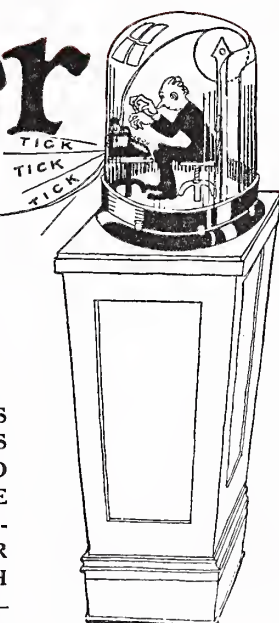
Eddie Zorn, our popular Salesman, has earned his managerial spurs. He leaves this week to take over the Calgary office. Eddie is the second salesman appointed Manager by G. E. Akers. "Pat" Hogan, a graduate of Mr. Kent's sales school, is battling hard in St. John.

A mild epidemic of the "flu" has hit the town. Violet Dreiburgh and Queenie Neeley are the latest victims.

Cecil Nelson, also a member of the accessories staff, spends his spare time boosting Paramount among exhibitors and dressing our show window.

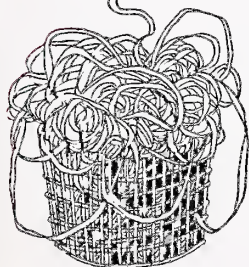


# Pep's Ticker



S. R. KENT IN TORONTO TWO DAYS THIS WEEK . . . GEORGE W. WEEKS LEAVES THIS FRIDAY FOR DETROIT, CHICAGO AND PITTSBURGH . . . HARRY BALLANCE HAS BEEN TO WASHINGTON-PHILADELPHIA TERRITORY LOOKING THINGS OVER . . . X . . . Y . . . O . . . BILL SMITH NOT FEELING SO WELL THESE DAYS—GONE TO THE UPPER PART OF NEW YORK STATE FOR A BRIEF REST . . . WE WISH YOU A SPEEDY RECOVERY TO YOUR FORMER HEALTH, BILL . . . H . . .

S . . . B . . . JOHN D. CLARK WAS LAID UP WITH A BAD COLD THIS WEEK . . . SAYS THINGS HAVE COME TO A PRETTY PASS WHEN A MAN HAS TO GET SICK TO GET HIS NAME IN PEP . . . HARRY HUNTER, WASHINGTON, D. C., B. M., DROPPED IN TO SEE US THIS WEEK . . . ALWAYS GLAD TO SEE HARRY . . . ED KING, MANAGER LONG ISLAND STUDIO, IS STILL CARRYING AROUND A BAD COLD . . . JACK GAIN, ASSISTANT TO MR. KING, WAS ON THE SICK LIST THIS WEEK . . . GEORGE MELFORD'S NEURITIS STOCK STILL ABOVE PAR . . . F . . . A . . . D . . . ALLAN DWAN HAS FINISHED "GLIMPSES OF THE MOON" . . . IS NOW CUTTING IT . . . IRVIN WILLAT HERE . . . WILL START HIS NEXT PICTURE WITH DOROTHY DALTON SOON . . . T . . . R . . . E . . . JACK HELLMAN, NEWEST EXPLOITEER, GOES TO MINNEAPOLIS . . . SECOND ANNUAL PARAMOUNT PEP CLUB BALL ALL SET FOR MARCH 9TH AT HOTEL COMMODORE . . . SEE STORY . . . LEATRICE JOY AND HER MOTHER PAID A VISIT TO ASBURY PARK THIS WEEK . . . MISS JOY JUDGED A BEAUTY CONTEST . . . E. E. SHAUER RETURNS FROM TRIP TO CUBA . . . MR. LASKY ARRIVES IN TOWN . . . GLAD TO SEE HIM AGAIN . . . R. W. SAUNDERS RETURNS FROM SOUTHERN TRIP . . . MORE NEWS NEXT WEEK.



# Get The Business Of The Thousands

## New York High Lights

By A. M. Weinberger

Mr. Buxbaum was recently surprised with a gift consisting of eighty pieces of sterling silver for his table, which the employees of the New York, Albany and Buffalo Exchanges presented to him.

Judging by the fond glances Mr. Buxbaum takes while showing the silver to his friends, he must be very well pleased with the selection. We hate to brag about it but he keeps the silver locked up in our safe at the office. Evidently he believes in "Safety First."

We learned with deep regret of the bereavement of Joseph Lee, New Jersey Salesman, due to the loss of his mother.

Thru the medium of PEP the entire office staff extend their most heartfelt sympathy to Mr. Lee.

We are glad to see that Mr. Hammel, our worthy Sales Supervisor of Division 1, is feeling better after being ill with the gripe.

We note that the Albany Exchange, in the January 10th issue of PEP is boasting of the fact that Mr. David Levy is with them again.

How come, Mr. Kempner? We are the ones to boast of this fact because Mr. David Levy, who was employed here in 1920, is again a member of our sales force. We are not sure that the man you speak of is the same as ours, but all we can tell you is that our Mr. Levy is a live wire and things have been humming since he has been with us.

## Wilkes-Barre Breezes

By "Bud" Gray

Yes, Mr. Sweigert had a birthday: It has just passed and we wish to go on record as having "one gran' time." Mr. Sweigert cut the cake into 29 pieces which we would say comprises quite a family or party—have it your own way. We wish our very best wishes for many, many more happy birthdays and are glad to have been with him on the occasion of this little celebration.

Miss Anna Gildea also had a little party at her ....th birthday. It may be added that the PARAMOUNT SPIRIT prevailed. Our best wishes for our smiling Anna!

PARAMOUNT has scored another home run. It seems that the best of the industry gravitates toward PARAMOUNT sooner or later and we note with keen interest the acquisition of the justly famous Zane Grey. Welcome to our organization as well as congratulations for both sides!

"Leave it to Leslie," is indeed an appropriate phrase, to our minds, when we note how one of our Star Exploiters tied up with the gentleman from Pennsylvania. Congrats, brother Whalen!

## Them Was the Happy Days



F. H. Smith, who at present is handling the destinies of our Butte, Montana, office, found a little time last November to hunt deer in the wilds of Montana.

The fact that F. H. is on the job is evidenced by the above photo in which he is conspicuously outlined on the extreme right in all his regalia as an experienced huntsman.

## Boul Mich. Blurbs

By Bill Danziger

Many a back is sprained and hands are caloused among the Chicago Sales Force. The lads helped move desks and wrestled valiantly with shipping material being transplanted to the new exchange on last Saturday.

Harry Zink, in the Booking Department, is a fresh youngster. "I'd like some consomme, a steak, coffee, and your telephone number," he told the sweetest waitress in Roth's last week. And that's not the half of it, dearie! Harry got it.

To a man, the Sales boys regard "Adam's Rib" as a hot diggety dog of a picture. O'Brien says he could sell it to a School for the Blind.

C. C. Wallace, Director of Destinies of Paramount product locally, is wandering about in a state of syncope or coma, these days, counting key centers closed on the "39" on his fingers. But the fire in his eyes is one of victory.

Ye Scribe played an exploitation engagement in Duluth, Minn., on "Knighthood." The thermometer hovers around 20 below zero always. And we saw a photograph Harry Lauder gave to the theatre manager. On it was inscribed: "Ye can gie this cauld kintry back to the Indins."

Boys of the Universal Exchange vied for strikes and spares with the Paramount Bowling Team recently. Messrs. Busch, Watts, Washburn, Manning, and Bolle are proud to announce that Universal was shunted for a herd of bow-legged pigeon roosts.



# Before The Millions Are Approached

## Montreal Mutterings

By Tom Dowbiggan

George Smith, Canadian Exploiteur de luxe, paid a flying visit to our city last week. Just stayed long enough to tie up a limerick competition with a cigarette company. Twenty-five window displays and plenty of space in the newspapers. All windows had a cut of one of our stars with the limerick for this star, and underneath, our slogan—

"It it's a Paramount Picture it's the Best Show in Town." Fair enough. What say you?

Montreal was doubly honored last week by a visit from Mr. and Mrs. Akers. This was Mrs. Akers' first visit to Montreal and on this occasion was presented with a bouquet of American Beauty roses from our staff. She liked our city and we liked her. Call again.

A lobby display that we just received on "Knighthood" is creating a lot of talk around this office. It is one of the prettiest and most artistic that has ever come to this town.

When George Melford and our Miss Rigler shook hands out in the studio at Long Island a couple of Pips in their own line met each other, and both Canadians. We're good and we admit it.

Reg. Rigler, our obliging Accountant, stepped back into her character this week. Everybody spread their stuff for her as she handles the Petty Cash.

## Peoria Exchange Notes

By Norman Dixon

Mike Carmichael wants to know what Eddie Foy meant when he wrote that old song entitled: "I AM THE GHOST OF A TROUPE THAT WAS STRANDED IN PEORIA."

"Don't know, Mike. They weren't making Paramount pictures then."

We are all mighty glad to see Bob Schuler, but the next time you come, Bob, make your visit longer.

Our Paramount Pep Club has so much money saved up that the Entertainment Committee is going to give a dance next week.

Jim Righthouse immediately wired invitations to Gloria Swanson and Pola Negri.

A very charming young lady, who is a member of our Stenographic Department, is wearing a gorgeous diamond on her left hand, and we are just wondering if the honeymoon will be a trip to Italy.

(The charming young lady has informed us that the gorgeous diamond she is wearing is a sapphire and that she is wearing it on her right hand.)

## Salt Lake Lines

By Miss Grace Clark

Our "peppy" salesman, Mr. L. J. McGinley of Zone 5, is spending a few days in the office. We are all pleased to have him and his funny stories with us.

Joe English, Salesman in Zone 6, was compelled to return to Salt Lake last week on account of illness. Joe received treatment of a Specialist and is now fully recovered and again knocking them cold in Idaho Falls and Zone 6.

C. P. Reddick, genial Travelling Auditor, has been with us for several weeks past. The young man left us all of a sudden-like, a few days ago, and it now develops that one of the leading hotels seeks reimbursement for the breakage of one chandelier and several bureau mirrors. The hotel representative explains that Reddick's practicing of Golf strokes in his hotel room resulted in the alleged damage to the hotel property. Go South, young man, go South!

Our Assistant Booker, Arnold Smith, is very ambitious—yes, he spends his spare time looking up words in the dictionary. He has advised all employees not to call the Booking Department a swell department; as we are not "swelled and puffed up."

Mr. O. Wog, Branch Manager, has just returned from a very successful trip covering the key towns in Northern Idaho.

In addition to twelve attractive Main Street windows on "Knighthood," Ken Renaud, Exploiteur, secured a fine window display for the Curtis Photographs on "The Covered Wagon" in the Siegel Clothing Co. store this week, which was commented upon by all of the Salt Lake newspapers.

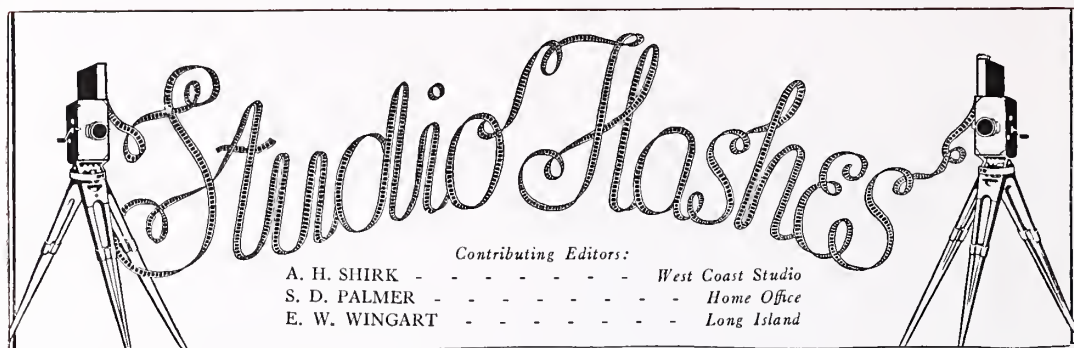
Mr. Joseph F. Samuels, Salesman in Zone 2, has just closed a contract with the Paramount Theatre, Helper, Utah, which starts January 27th. We have made bookings for 21 days' solid Paramount Time and it is also the Exhibitor's agreement to hold the month of September open for Paramount Pictures exclusively.

## Minneapolis Paragraphs

By J. M. Fieldman

Tom Rucker has been promoted from our Shipping Department to the Booking Department. This promotion goes into effect immediately. It is through his perseverance and conscientious efforts that he secured this promotion.

Our Office Manager, Mr. G. A. Schneider, appointed Miss Alice Calupsky as his Stenographer in the Sales Department.



## Antonio Moreno Signs Five-Year Contract

Jesse L. Lasky announced at Hollywood recently that Antonio Moreno had signed a five-year contract to play leading rôles in our pictures. As previously stated by Mr. Lasky, he will be co-starred with Bebe Daniels in "The Exciters," which Richard Ordynski will direct at our Long Island studio, and this will be his first engagement under the new contract.

"In signing Antonio Moreno we have acquired the services of one of the foremost figures of the screen," said Mr. Lasky. "I have followed his work for several years and am convinced that he has a truly brilliant future. We have wanted him as a permanent addition to our organization for some time but negotiations were only concluded today. In proof of the high regard in which we hold him we are planning to entrust to him many of the biggest rôles in our forthcoming special pictures."

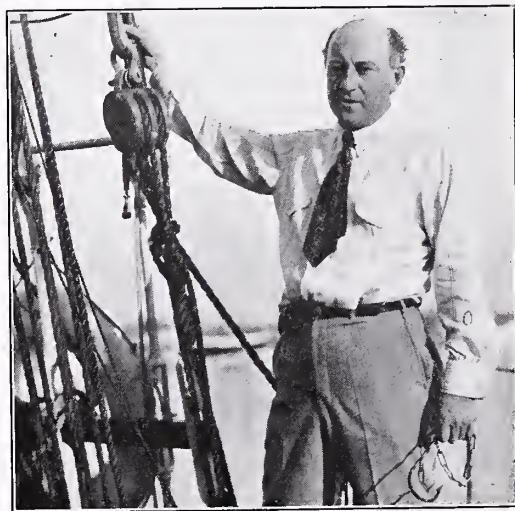
The career of Moreno is one of the most interesting and romantic in the annals of the screen. He was born in Madrid, Spain, of poor but aristocratic parents, his father being a non-commissioned officer in the Spanish army and his mother a daughter of one of the oldest and best known families in Spain. His father died when Antonio was quite young and he was obliged to terminate his schooling in Cadiz at the age of nine and go to work. He and his mother moved to Algeciras, a village opposite Gibraltar, and the boy found employment delivering bread.

It was in Campamento, where they subsequently moved, that Antonio met many tourists, among them Benjamin Curtis, nephew of Hon. Seth Low, former mayor of New York and president of Columbia University, and Enrique Zanetti, both Americans. They became interested in him and sent him to school in Gibraltar, and later he toured Spain with Mr. Curtis. His two friends eventually brought him to America and he was sent to school in Northampton, Mass.

After his schooling he went to work for the Electric Light and Gas Corporation in that city, and it was an errand to the local theatre that marked the turning point of his career. Maude Adams was rehearsing "The Little Minister" there, and he begged for a small part in the show. He got it, and stayed with the company during the entire run of the play. The "Sister of Jose" was produced by Frohman, followed by "Peter Pan," in both of which Moreno appeared in support of Miss Adams.

For several years he appeared in leading New York productions and in repertoire on the road and was finally coaxed into pictures, in which his success is well known. After long series of pictures with Vitagraph, Pathe and other companies, he was engaged a few months ago by Paramount to play opposite Gloria Swanson in "My American Wife."

## All Ready to Sail



Cameraman caught Cecil B. De Mille aboard his yacht, The Seward, prior to his departure for a six weeks tour of the Infernal Channel off the shores of lower California.

Their destination is Tiburon Island where it is thought man-eating cannibals exist.

Mr. De Mille can handle a ship like a veteran; in fact, yachting is his hobby.

## A Well-Known Factor

"If we were all as great as we think we are, this old world would be paradise."

"Yes, but the competition would be hell."



## Long Island Brevities

In filming "You Can't Fool Your Wife," George Melford's production, the Director had a hospital sequence to photograph. To avoid the mistakes that critical fans are so quick to note in sickroom procedure and in surgical operations on the screen, Director Melford had the services of two trained nurses to check up on the details of handling instruments, administering anaesthesia and general operating room methods. Doctors and nurses in the audience will, therefore, not be vexed by errors in the handling of these scenes when "You Can't Fool Your Wife" reaches the screen.

While making preparations for his next picture, "Lawful Larceny," which Edmund Goulding is translating from the stage to screen form, Director Allan Dwan is cutting and titling his forthcoming production "The Glimpses of the Moon," which was made at our Long Island Studio, with Bebe Daniels, Nita Naldi, Rubye de Remer, David Powell, Maurice Costello, and Charles Gerrard in the principal rôles.

What a man will do for his namesake was illustrated the other day by Waldemar Young, more familiarly known as "Wallie" at the Paramount Studio, where his latest original story "You Can't Fool Your Wife" is being filmed by George Melford.

On his way to the studio the other morning, Mr. Young saw a laundry delivery wagon making its way along the icy streets of Astoria, with the name of the Oriental laundryman, Wah-Lee-Yung, painted in huge letters on the side of the vehicle.

Gratified at seeing his name in such large print, (even though spelled slightly different) Mr. Young at once engaged the Chinaman to do his personal laundry, this in spite of his preference for the work of Caucasian launderers.

Judging by appearances, the new laundryman is excelling his previous best work in an effort to please the generous-hearted writer.

One of the oldest associates of the Famous Players-Lasky Studios, in point of service, is Miss Nan Herron, who has been with the company for six years, the last four years as Continuity Clerk with George Melford, the Director.

With the exception of the time spent at our Long Island Studio during the filming of "Java Head" and "You Can't Fool Your Wife," the genial Nan has been connected with our West Coast Studios in Hollywood. Her ideal community would consist of a combination of California climate and eastern people. Unlike most westerners, Miss Herron prefers the human race as she finds it here, to those "where men are men," etc. That makes the feeling at the Long Island Studio unanimous.

Otto Brower has just come from the Coast to be assistant to Irvin Willat, who will make "Fog Bound," with Dorothy Dalton, at our Long Island Studio. Paul Dickey is at present preparing the continuity of the story, and production will be begun early next month.

## Laskyville Villains No. 4



We are appealing to readers of PEP all over the world for the identity of the above villain. We know that he comes to Laskyville every day for about six weeks and then, suddenly, we miss him for about six weeks. He seems to know Mr. Zukor and Mr. Kent, because when they visit us here he welcomes them with many handshakes and smiles, and once we saw him having his picture taken with Mr. Will Hays.

Who is he? Please send all answers to Miss Margaret Bennett, Secretary to Mr. Jesse L. Lasky, West Coast Studio. (Do not confuse Miss Bennett with Miss Jeane Cohen, Mr. Lasky's secretary at 485 Fifth Avenue, New York City.)

M. B.

## Anna Q. Nilsson and Cyril Chadwick Engaged

In addition to Betty Compson and Conway Tearle, who were chosen to play the leading rôles in Herbert Brenon's production of "The Rustle of Silk" some time ago, the producer has secured Anna Q. Nilsson and Cyril Chadwick as the remaining members of the quartet of principals in this picture.

## Meighan in Panama



Above is a photo of Tom Meighan posing for a still while on location in Panama recently, making Rex Beach's "Ne'er-Do-Well."

Al Green, Director, can be seen under the umbrella in the white suit, while Arthur Cozine is taking a good look at Tommy Meighan seated on the bench.

## In Paramounttown

By Adam Hull Shirk

Herbert Brenon has started work at the West Coast studio with a bang! He is a rapid worker but he carefully rehearses the scenes so that when the cameras actually start to shoot he goes through with them without a hitch. His first Paramount production is "The Rustle of Silk," with Betty Compson and Conway Tearle. Others in the cast are Cyril Chadwick and Anna Q. Nilsson. The Cosmo Hamilton novel, one of the big sellers of the season, was adapted by Sada Cowan, just signed to write originals and adapt for Paramount, and Ouida Bergere. Brenon works with a code of police whistle signals. So many to start, so many to stop, so many for lights on, or lights off, etc. He has music to fit the mood of the situation. It goes with clocklike precision.

Gloria Swanson's picture, a Sam Wood production called "Prodigal Daughters," is getting on to its conclusion. A big cafe set with hundreds of minor players, gorgeously attired, was shot this week. This is going to be one of her best without a doubt. A wonderful cast and a great story—adapted and modernized by Monte M. Katterjohn from the book by Joseph Hocking. Miss Swanson looks wonderfully well in the semi-flapper costumes and the situations are poignant with emotional thrill. It's a spectacular picture, too, from all accounts.

Agnes Ayres starts shortly on her new picture, "Contraband," under direction of Wesley Ruggles. A. S. LeVino is adaptor of this story by Clarence Buddington Kelland. Walter Hiers will next do "Seventy-five Cents an Hour," under Joe Henabery's direction. This is Grant Carpenter's adaptation of a story by Frank Condon. Jacqueline Logan is featured in support. Mr. Hiers is on his way home from his wedding tour.

William de Mille finished his detective-love story, "Grumpy," in record time. Theodore Roberts, May McAvoy, Conrad Nagel are featured in this picture and the rather debonnaire villain is played by Casson Ferguson in a dapper manner. This is the Hodges-Percyval play which Clara Beranger adapted. Charles Ogle is also in the cast. A beautiful interior and exterior set, embracing nearly all the rooms in the house, furnished the background for a well rounded mystery picture with a strong appeal of young love and romance interwoven.

Mary Miles Minter has completed "The Trail of the Lonesome Pine," under the direction of Charles Maigne. It was adapted by Will M. Ritchey from the John Fox, Jr., book and Eugene Walter play.

"The Law of the Lawless," in which Dorothy Dalton stars under the direction of Victor Fleming and in which Theodore Kosloff and Chas. de Roche have the featured rôles in support, is almost wholly an outdoor picture. Gypsy and Tartar camps and villages, fights and romance make this Konrad Bercovici story very effective and colorful. It was adapted by E. Lloyd Sheldon and Edfrid A. Bingham.

Much interest is manifested in the approaching filming of Zane Grey's stories and the first will be started in the Spring on the exact scene—Arizona. It is "To the Last Man," and will be directed by Victor Fleming. The adaptation of this and the other Grey novels will be by Lucien Hubbard and Doris Schroeder. Mr. Grey will cooperate and will be present during the making of his books as screen plays. He gave up a cherished trip to the Caribbean in order to be on hand.

### Extra—Nita Naldi Kissed by Bearded Man for First Time

Nita Naldi has been kissed for screen purposes by tall men and short; lean, fat and men of just average proportions; she has been the picture sweetheart or wife of dark-haired and of fair-headed actors, but in George Melford's picture, "You Can't Fool Your Wife," Miss Naldi was provided a new sensation. She was kissed by a bearded man—this time it was all perfectly proper though, for the man was her photoplay husband.

Paul McAllister, who is the husband in question, wears a home-grown crop of whiskers that is at once his pride and Miss Naldi's vexation. But for the sake of the story, Miss Naldi has determined to be brave and renew her make-up as often as her husband's dutiful kisses brush it off. It's a hard life, this being married to a photoplay husband who is adorned by a distinguished-looking but devastating beard!

### Back from Canadian Wilds

Filming motion pictures in Canada, three hundred miles north of Montreal, where the temperature ranges between thirty and forty degrees below zero, has its drawbacks, as our company engaged in producing "The Snow Bride," with Alice Brady, can testify.

Director Henry Kolker, and Sonya Levien, who wrote the continuity, brought back some harrowing tales from the northland, where the exterior scenes for the production were made. The wildness and primitive nature of the countryside, added to the intense cold, forced them to get down to elementals.

For food, they had a choice of moose-meat or pork, and pork was almost the sole food for a month, three times a day. As for sleeping accommodations, there were two crude cabins, with one stove in each. The beds were wooden bunks, and to keep from freezing, Sonya Levien says she wore eight pairs of woolen hose, three bathrobes, a fur coat, and an aviator's fur-lined cap.

Now that they are back at our Long Island Studio where the interior scenes are being made, they find New York's cold very mild indeed.



## The Scenic Artists' Banquet

COVERED BY MATTY COHEN

Shades of the immortal HOT DOG! What a night! Charlie Teischner told me it was going to be a quiet affair. It was—as quiet as a boiler shop working full force. Nita Naldi was there in all her glory and you know what that means. Lewis Stone and Paul McAllister dropped in for a minute and stayed 'til the finish.

Oh! yes, I'm raving about the dinner and dance that was tendered to Bill Saulter by the Scenic Artists of the Long Island Studio. I'll say one thing for the scenic boys, they certainly know how to stage a reg'lar affair.

The arrangement committee which consisted of Charlie Teischner, Oscar Yerg and Bill Copeland did themselves proud. First of all, they secured Frank Dixon's two ten-piece orchestras, than which there are no better. Next, they kidnapped the chef of the Palais Royal, and what a feed that *bird* prepared. Between each course we were entertained by Bob Cherry and Lila Ruiz, tango dancers; Sid Keys, who sang a few, and then came Charlie Teischner's Wonder Kids, an aggregation of talented youngsters who entertained in every form imaginable.

Later on, of course, everyone sang a song or two—the most popular being "Sweet Adeline." Nita Naldi sang a little parody on a well-known hymn which she called, "Their was Stein on the Table, and Goldberg on the Floor."

Being called upon for a speech, Bill Saulter responded with, "Directors whose hearts I have broken." After the speech Bill was presented with a tissue-paper paint brush. He became so excited upon receiving the brush, that he drank a glass of water by mistake.

The grand march was led by Bill Saulter and Nita Naldi. Then came Mrs. Saulter and Lewis Stone, followed by Peggy Kennedy (our own 'phone operator) and Paul McAllister. After that (with their wives or sweethearts) came:—Charlie Teischner, Oscar Yerg, Ralph Karnolt, Al Yerg, M. Schechlinger, Dave Copeland, Jr., Bill Copeland, John Vencllick, Nels Astner, Walter Ketchum, Harry Sanders, Bill O'Connor, Bob Levinson, Benny Goldman, Walter Sheridan, Joe Darrell, Jr., Fred Guard, and trailing about ten laps behind the others came Yours truly.

Undoubtedly, everyone concerned had a great time.

## Cold Snaps Film

George Webber, who is photographing "The Snow Bride" under the direction of Henry Kolker, had his share of difficulties while on location in Canada. The cold at Lake Temiskeming was so intense that it was impossible to wind back the film in the camera for a lap dissolve. When he attempted to rewind, the film cracked to bits from the cold. It was, therefore, necessary to fade in and fade out on his scenes, instead of making what is technically known as "overlapping dissolves."

## A Regular Fellow—This Man



On one of MR. PEP'S weekly visits to the Long Island Studio, an acquaintance was struck up with Allan Dwan, who is among the well-known directors of the country and who has just signed a contract for producing a series of productions for us in the East Coast studio.

Mr. Dwan has just finished Edith Wharton's story, "Glimpses of the Moon," and is soon to start on his next.

Prior to taking over the megaphone for the production, "Glimpses of the Moon," Mr. Dwan completed "Robin Hood," starring Fairbanks, and his capable handling of both, mingled with the extreme in personality, has placed him among the foremost directors of the screen.

Allan Dwan is what we call a "regular fellow." He is not a bit hesitant in giving valuable points to PEP that he knows will be of interest to the men in the field distributing the product.

A fine fellow is this man, Allan Dwan.

PEP *W.H.*

## Four Hundred Years Old



Agnes Ayres

Agnes Ayres is proudly holding a clock of the vintage of 1492. This famous old carved clock has been in Miss Ayres' family for more than four centuries and has become a proud relic of that family.

*You Can Take Your Time In a Hurry Without Being In a Rush*

## Some of Weinberger's Doings



A. M. Weinberger, Chief Accountant at our New York Exchange, turned Exploiteer for a few hours recently and with the aid of Mr. Cadwalder of our Long Island Studio, reproduced the above miniature scene in the lobby of the New York Exchange.

We'll agree with Mr. Weinberger that this photo does not do the beautiful little setting justice, as there are many beautiful color schemes

worked in that have proven a decided attraction to exhibitors coming and going.

Mr. Weinberger has gone still farther in this respect and also tied up a big window in New York on "The Covered Wagon." The window is thirty-three feet long and is the Willys-Knight Automobile Company at 50th Street and Broadway.

We'll say this is great work, Mr. Weinberger.

### The Gardener Wins

"A striking example," remarked the chairman as he brought his gavel down smartly upon its block.

"That don't cut no ice," cried the gardener, as he ran his lawnmower over the rink.

### Ready to Try It

"I'm worried about my complexion, doctor; look at my face."

"My dear young lady, you'll have to diet."

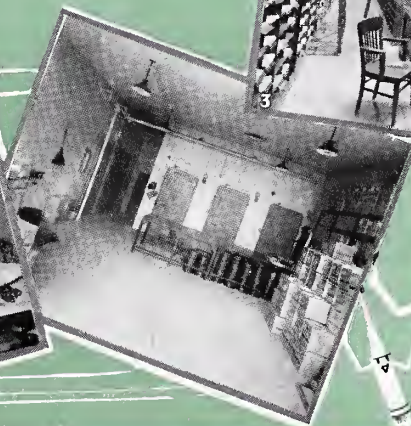
"Oh, I never thought of that! What color do you think would suit me best?"

## JOHNNY FLIVVER



## SAVING THE DAY





OUR NEW PEORIA EXCHANGE

# Adolph Zukor to Hold Conference of Distinguished Writers and Artists

Will Formulate Artistic Principles for Motion Pictures—Will Award Prizes

For the purpose of formulating a set of principles for the artistic development of motion pictures, leading novelists, artists, dramatists, editors, educators and others prominent in public affairs in this country and Europe will be invited by Adolph Zukor, to attend a conference to be held in New York in the near future, when the artistic needs and possibilities of the screen will be explored. Announcement of his plans for the conference was made yesterday by Mr. Zukor, who will sail Saturday on the Olympic for the purpose of interesting European writers and artists in the project.

"These artistic standards," said Mr. Zukor, "will guide picture producers in discharging their obligation toward the cultural development of the millions of people all over the world who rely on the screen for their principal recreation. A supervisory board of well known men and women will be appointed by the conference, and this board will award a series of prizes, amounting to several thousand dollars, which we will offer at the conference to those elements contributing most to the motion picture's artistic development during the year.

"While the artistic progress of the motion picture has been great," continued Mr. Zukor, "the greatest development so far in the picture's short career has necessarily been in the technical side of picture craftsmanship and in the stabilization of the industrial side.

"Today we have pretty nearly attained perfection in photography, lighting, scenery and in other phases of picture production which go into the making of merely beautiful and effective photography. The last two years also has seen the business put on a firm and stable financial basis.

"The big field of picture progress, therefore, lies in developing the screen along the soundest artistic principles. Millions of people all over the world not only get all of their amusement from motion pictures, but they also depend largely on pictures for their cultural development.

"The responsibility of picture producers toward fostering sound taste and artistic standards in these people is an enormous one. I know producers have tried to meet this responsibility, but the growth of the industry has been so swift that attention has had to be concentrated on the physical development of the picture business.

"So that in discharging this responsibility we may have the best advice and guidance available, I am going to invite the leading novelists, dramatists, artists, sculptors, editors, and educators to explore the artistic and cultural possibilities of the motion picture in a conference to be held in New York in the very near future. It is my hope that these men and women, representing the best in American thought and American taste, will evolve some set of principles which can be accepted by the motion picture industry as its artistic guide. Our aim is to have a conference that will be to the motion picture what the French Academy is to French letters, what the Royal Academy is to British art and what the Pulitzer Foundation is to American journalism."

**MR. PEP SAYS:**  
IN BUSINESS, the greatest and rarest  
quality is plain horse sense.

## An Editorial Comment

R. C. LiBeau, District Manager at Kansas City, calls our attention to a comment on "To Have and To Hold" in a Kansas paper and taken from the editorial column. It reads:

"You missed a clean, wholesome play if you failed to see 'Back Home and Broke' at the Gem, Monday and Tuesday nights. Mr. Andrews, proprietor, is putting on an exceptionally high class of pictures. Next Monday and Tuesday nights he will show 'To Have and To Hold.' The sale bill editor saw this at the Newman three weeks ago, and it is one of the very best we ever saw. Anyone going who does not say that this show is high class in every particular, with interest at top notch, throughout can get a dollar each from us, at the end of the first show—and we'll be standing right out in front."

We agree with Mr. LiBeau that editorial comments of this kind are the best arguments in the world against people who claim that costume pictures do not please people in the smaller towns, regardless of how good they may be.

The town in which this paper is printed is a small town in Kansas and it goes to show that pictures of the caliber of "To Have and To Hold" are welcome on the screen by any public.

Costume or not, if it is a good picture it's a Paramount and if it's a Paramount it's the best show in town.





## We Call This Service

Charles Behlen, salesman covering zone 5 out of the Cincinnati office, recently made a trip into at five o'clock in the afternoon. He went straight his zone and arrived in the town of Blackey, Ky., to the theatre and upon inquiry for the manager was told that there would be no show that night as the operator's father died that afternoon.

Behlen realized his situation, peeled off his coat and offered his services and 7 o'clock found him in the operator's booth of the theatre.

He ran the entire two shows and prevented the theatre from being dark that evening.

Is this not a wonderful incident of Service?

It is also an incidence where the value of knowing something besides selling the product comes in handy.

We hasten to congratulate Behlen on this feat and we know that the exhibitor appreciates it many more times.

## Can't Phase Ruane

Jim Ruane, Albany Accessories Manager, says: "I have one incentive at being at the bottom of the list and that is that I can climb to the top,"—so watch us go as I refuse to stay at the bottom of the list any longer.

## Scatter 'Em Far and Wide



The "Super 39" squadron is going to scatter the contracts far and wide.

If you are a part of this squadron do your part because if one airplane drops out that means one less on the squadron and a certain part of the territory will not be bombed.

## The Boston Crew



Above is a photo of our Boston Accessories Department which is under the guiding hand of R. P. Collins.

They are, from left to right in the front: William McKeever, Edna Burns and Helen Moore.

In the background, left to right, they are: Paull Pelletier, Alice Mountain, Paul Hawkins and Russell P. Collins.

## Mexico Gets Some Exploitation

Mexico City's motion picture public received the surprise of its life as a result of the exploitation campaign conducted for "Manslaughter" during its record-breaking run at the Teatro Olimpia last month, according to word received by E. E. Shauer, Director of our Foreign Department, from William C. Winship, recently installed as Manager of our Mexico City office.

In cooperation with the management of the Teatro Olimpia, our first run house in Mexico City, an automobile was installed in the theatre lobby with cut-out signs showing the big scene of the showing of Cecil B. De Mille's masterpiece. Shortly afterwards a squadron of police appeared on the run and demanded information as to how the car had gotten into the lobby. They were acting under the impression that efforts were being made to conceal a street accident and were not appeased until they were given insight into the new departure in picture exploitation.

But this was not all! Peons for miles around heard of the novelty and brought in their pesos in an effort to buy chances on what they supposed was a public raffle. They, too, were disappointed, but some remained for the show and came away highly delighted with what they had seen.

"Manslaughter" made a tremendous hit in Mexico City and did a capacity business throughout its run. Newspaper criticisms were the most laudatory ever given a motion picture, the critics of the leading dailies using up a large stock of adjectives in praising the production.

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the  
FAMOUS PLAYERS-LASKY CORPORATION  
Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 FEBRUARY 7, 1923 No. 31

## "Turning a Salesman's Idle Hour Into Productive Selling Power"

By "Les" Whelan—Washington, D. C.,  
Exploiteer

Your own time is your best asset.

No whistle blows for you to start nor stop, and you must be master of yourself before you can master the work you have to do.

Whenever a salesman begins to harbor excuses that come up in his mind for not getting out on the job until nine or ten o'clock in the morning, he is face to face with a problem that concerns his future success.

If he gives way to that tendency, he will next begin to figure out in his own mind why he should ease up on his efforts about 4:30 in the afternoon—after that he is attacked by the delusion that there is no use to call on exhibitors between the hours of 11:30 and 2:00 P. M., and the first thing you know, he has cut so much daylight off his calendar that he hasn't a decent day left in which to accomplish anything.

The man who starts out in the morning behind time has buckled a handicap on himself that is hard to overcome. He's wrong himself—and when a man is wrong and knows it, he is sure to diffuse a feeling of discomfort wherever he goes.

He finds that those well-chosen hours are busy ones for the exhibitor he sees—he finds that there are more salesmen on the job at the "preferred time"—he doesn't seem to connect up right on his calls and then his system is in fine shape to be attacked by that well-known "bacteria" which brings out the belief that conditions are pretty bum anyway and there's no use to try to do much until things brighten up a bit.

After that he is subject to violent chills and agues during which he begins to doubt the strength of his proposition or the methods of his company—and when he reaches that stage he is in line for some isolation hospital for contagious diseases.

One of the first lessons in life is to be able to discern a weakness from within and nip it in the bud. The old reliable rule of success is "steady plugging"—the steady worker who is short on personal appearances, pleasing address, college education and scientific, high-brow tactics can sell circles around the man who has all these advantages but who does not put in an honest, full day's work right along.

## H. B., from Denver



H. B. Fox

PEP presents H. B. Fox, Accessories Manager at our Denver Exchange.

Mr. Fox started work in Denver in November. The first convention he attended was that of the Denver-Salt Lake, where he was imbued with so much pep that he vows 1923 will be a record Accessories Sales year for Denver.

We wish H. B. all the luck in the world and by the way he is traveling now we'll say he is after that record.

## From Japan

E. E. Shauer recently received a letter, an extract of which is:

"We are much interested in the pictures of your Corporation, and under understanding with your Tokyo representatives, we are 'screaming' Paramount Pictures in our theatres, and getting good receipts."

Mr. Shauer says, incidentally, it would not be a bad idea if exhibitors all over the world got in the habit of "screaming" Paramount Pictures.

## Honesty's Reward

"Yes, suh, I's done proved dat honesty is de best policy after all."

"How?" demanded his friend.

"You remembers dat dawg dat I took?"

"Shore I remembers."

"Well, suh, I tries fo' two whole days to sell dat dawg and nobody offers more'n a dollah. So, like an honest man, I goes to de lady dat owned him an she gives me \$3.50."

Nothing will put a man in tune and keep him in harmony with his work like getting on the job early in the morning and taking advantage of the full day that nature provides out of every twenty-four hours.

Work is a habit—the best one any man can have in business—and when a man acquires that habit and makes it part of himself everything else seems to adapt itself to his liking.

There may be variations in the net results of the days, but the sum total of the months and years will work out right by any mathematical equation—it is more than an argument—it is even more than a fact—it is a law which will govern you and me in whatever we do.

Every man is a "carrier" of the germ lethargy—they are always ready to attack in a weak spot and when they get started they take advantage of it with intense energy.

There most common point of contact is at the beginning of our day and if we keep them down and out at this point it is comparatively easy to overcome them all along the "front."



## Bon Voyage To Messrs. Zukor And Kent

### Zukor and Kent at Farewell Luncheon

**Executives and Friends of Both to Dine Them at Hotel Commodore This Friday, February 9th**

Adolph Zukor and S. R. Kent will be tendered a luncheon at the Hotel Commodore this Friday, as a farewell to both, prior to their departure the next day for an extended trip abroad.

Mr. Lasky will preside as Toastmaster.

As stated in a previous issue of PEP, Zukor and Mr. Kent will tour Europe and visit practically every large city on the continent.

This trip will be especially interesting to Mr. Kent, it being his first trip abroad. Both Mr. Zukor and Mr. Kent are due a much needed rest and the trip across will no doubt contribute to this end.

While in Europe they will visit the following points: Paris, Nice, Naples, Rome, Bucharest, Budapest, Vienna, Constantinople, Berlin, the largest cities in Norway and Sweden, England, thence back to the U. S.

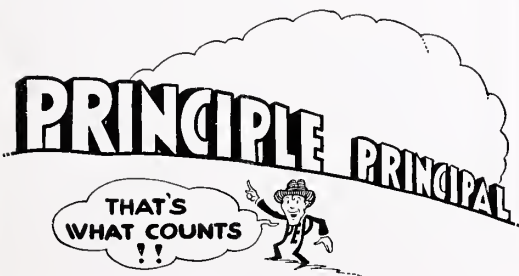
Those who will attend the luncheon at the Commodore this Friday will be: Messrs. A. Zukor, J. Lasky, S. R. Kent, F. G. Lee, W. H. English, F. Kahn, E. E. Shauer, Hugo Reisenfeld, E. J. Zukor, Al. Kaufman, R. Kohn, J. Clark, F. Meyer, H. G. Ballance, R. T. Kane, J. Johnson, H. Salsbury, E. Huff, C. Saunders, H. Franklin, A. M. Botsford, A. Keough, R. W. Saunders, H. Pitman, C. McCarthy, C. Hawthorne, H. Buxbaum, E. C. King, G. E. Akers, L. Swarts, Mel Shauer, Dr. Stern, G. B. J. Frawley, G. Miller, G. M. Spidell, R. Montgomery, J. Hammell, J. Riley, M. Kusell, A. Thorne, H. C. Wylie, H. E. Elder, P. H. Stilson, J. Seidelman, J. Day, C. G. Bowden, O. R. Geyer and P. Morgan.

### A Call for Them Now

We have heard of the fact that Exploiters could successfully sell a publishing house in dressing their windows, but the latest is that a popular music dealing company in Pennsylvania called Mike Vogel, Pittsburgh Exploiteer, on the phone and asked him if he would send some fanfotos and other accessories to make up a window on the song based on Blood and Sand.

Furthermore, Mike sent them a bill for \$26.00 and the check arrived the next day.

"This is just another indication," says Mike, "that the business world is fast coming to the realization of the benefits derived in tying up with motion pictures."



### "The Current Picture"

A picture which is being released now is new. It is interesting. It is vital. Its wonders are revealed to us for the first time.

But the older picture is just as vital, even though repetition may have dulled the keen edges of enthusiasm.

All pictures, all men, grow older every day. But every day plays a part in their lives.

Watch your bookings on the older pictures and sell accessories on them with as much effort and as much precision as you do on the new ones.

Gross sales are what we are after. Only one picture at a time can be brand new. Then it gets older.

Older pictures are stronger in numbers. Don't neglect them. Remember the gross.

### Winnipeg Notes

By Miss L. Margolis

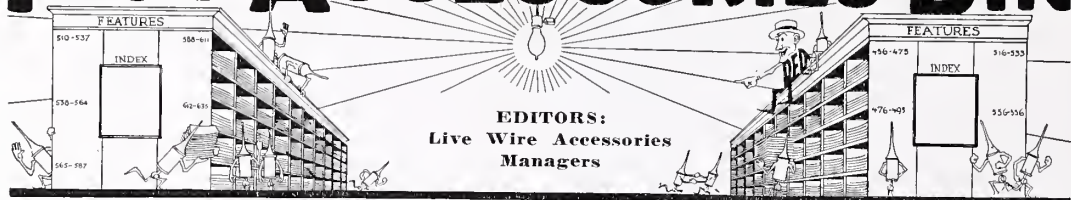
The Winnipeg Paramount Pep Club held its monthly get-together a few days ago. The program of the evening consisted of tobogganing from 8 P. M. till 9 P. M., after which all returned to the office, where "WHEN KNIGHTHOOD WAS IN FLOWER" was screened, and everybody sat gypsy fashion on the screen room floor watching the picture. During the intermission of this picture punch was served, and at the conclusion of it all adjourned to the office where a hot supper was done justice to. This was followed by dancing, which lasted till the small hours in the morning. The staff and their friends made up a party of thirty-five people, and to say that everybody enjoyed the evening is to say the least of it.

Heard at the toboggan slides, while a toboggan is rushing down the hill at the rate of sixty: "Stop the toboggan, I am sliding on my back."

Our smiling Salesman, Mr. More, has been confined to bed for the last few days, owing to illness. However, he is doing very well, and we hope to see him back with us shortly.

Mr. Nat Levant, former Office Manager and Booker of the Winnipeg office, was presented by the Winnipeg Pep Club with a leather billfold as a token of regard, at the last Pep party.

# PEP'S ACCESSORIES BIN



## Branch Managers' Comments

"I have requested the salesmen for accessories orders to be written on the face of the contracts covering 'ADAM'S RIB,' 'THE COVERED WAGON,' 'BELLA DONNA,' 'HOLLY-WOOD.' It is better to do this at the time the contract is taken than later. It can be done and we are going to try to do it."

H. G. ROSEBAUM.

"I have taken up with each of my salesmen the absolute necessity of giving accessories sales their most earnest attention. I am going to watch every contract which comes in to the office for an accessories order accompanying it."

MEL S. WILSON.

"A snappy line of advertising matter assists us in securing better prices. Our sales force realize that they are under just as much obligation delivering accessories results as they are on film."

R. D. THOMSON.

"Our assistance will be given to the Accessories Department so that it may deliver over the quota set for it."

C. M. HILL.

"We have taken the matter of accessories sales more to heart than ever before. Yesterday afternoon we held a very enthusiastic meeting and the boys, one and all, gave assurance that they would consider no sales complete until accessories matters had been thoroughly considered."

O. V. TRAGGARDH.

"We have been kidding ourselves for a long while that accessories are secondary in the selling of film, but it is my firm belief that a picture is not properly sold without a suitable accessories order to go with it, as one is positively helpless without the other."

GEO. P. ENDERT.

"I am demanding specific, personal supervision from the salesmen on accessories orders and they are going to sell from the standpoint of the picture being 'only so good as its advertising possibilities,' or as good as we make it ourselves."

O. WOG.

"I am heartily in accord with the idea in not accepting contracts on the larger productions without representative accessories orders."

A. B. LEAK, Sioux Falls.

"Everyone in my two Exchanges is heartily in accord with the thought of selling more accessories on this Group than ever before. Accessories mean a great deal toward more successful runs."

R. C. LIBEAU.

## Accessories Managers

This is Where You Stood for Week Ending February 3rd

Based on percentage of accessories quota delivered.

1. Pittsburgh.
2. Peoria.
3. Washington.
4. Salt Lake.
5. Kansas City.
6. Wilkes-Barre.
7. Columbus.

8. Denver.
9. Sioux Falls.
10. Philadelphia.
11. Los Angeles.
12. Omaha.
13. Maine.
14. Portland.
15. Cleveland.
16. Boston.
17. New Haven.
18. St. Louis.
19. Buffalo.
20. Milwaukee.
21. Detroit.
22. New York.
23. Minneapolis.
24. Indianapolis.
25. Cincinnati.
26. Des Moines.
27. San Francisco.
28. Chicago.
29. Seattle.
30. Albany—NO REPORT.

Those above the line delivered more than their quota. Step on it, boys.





## "A Sales Idea"

J. J. Hess, Chicago Accessories Manager, has employed a unique method to sell the herald booklets on the "Super 39."

To discourage patrons from throwing them away (as some of them will always do), Hess suggests to the theatre that they use an automatic stamp numbering each of the books. Upon the date they play the last of the 39, they can give away prizes to winning numbers, telling their patrons in advance to bring the books back.

He also suggested that the manager of the theatre personally sign in the space provided under the preliminary announcement on the first page, thus carrying an even more personal message to his patrons.

These are both good ideas. You might use them to good advantage.

## Match This

Morris Gluck, New York Accessories Manager, noted in PEP that J. J. Hess, Chicago, sold the McVicker's theatre 75,000 heralds on a single production.

This being a challenge, Gluck has hurled back and doubled Hess's order and sold 150,000 heralds on "Knighthood," to the Loew Circuit. The proportion is not as large as it appears to be, for the McVicker's Theatre is a single house while Loew controls several theatres, BUT, Loew does not even buy heralds and especially over the 100,000 mark.

## Freeman's Letter

O. L. Freeman, Atlanta Accessories Manager, is sending out some very strong letters these days in his latest correspondence, frankly talking on comparing the accessories with a rainbow after a storm.

The letter practically gives a message to the effect that you break your neck to look at the rainbow and there is no reason why exhibitors can not make rainbows out of their accessories on each production.

This is another sales talk and one that could be picked up by all of you boys in the field, not only to sell the exhibitor accessories, but to show him as well the most attractive way to display them.

**DON'T FORGET THE SERVICE END OF OUR BUSINESS.**

## Sample Idea Works

"Irv" Fischer, Minneapolis Accessories Manager, took up Mel Shauer's suggestion about sending samples of insert cards to exhibitors and the very first crack out of the box received a handsome order from an exhibitor, who previous to receiving the sample had never entertained an idea of purchase of this kind.

Get busy, boys, on this and duplicate Fischer's feat on the insert cards.

## A Beautiful Three-Sheet



## Accessories Representation

In the month of January, Oklahoma has averaged 11 3/10% of their film rentals in accessories sales.

This is good accessories representation.

## Bergen's Idea

B. Bergen, Sioux Falls Accessories Manager, has started the ball a-rolling on gilt frames and insert cards.

He has furnished each Sioux Falls salesman with a sample frame, cut in two, and hinged so it will fold in a carrying case.

## Denver Darts

By Rick Ricketson

Combining business with pleasure, that's Hugh Braly all over. Manager Wilson sent Hugh to Los Angeles on a vacation trip. En route to Denver Hugh forgot he was on vacation and stopped over at Albuquerque long enough to take a record-breaking contract. Incidentally, Hugh secured the highest film rental on "WHEN KNIGHTHOOD WAS IN FLOWER," of any picture that has ever played New Mexico.

The Denver Pep Club welcomes Misses Myrtle Slater and Marie Weirick to the organization. Miss Slater has joined our Contract Department and Miss Weirick is Secretary to the Booking Manager.

E. I. Reed, Booking Manager, made a hurried trip to Salt Lake.

The "SUPER 39" will start off in Denver with a bang! Mr. Ellison, Manager of the Princess and Rialto Theatres, declares the picture is too big for one house and will show it at the same time at both theatres.

Harry Antin, Colorado Sales Representative, declares the days of miracles are still with us. He recently sold "KNIGHTHOOD" to the Isis Theatre, Boulder, for four days, which is one day longer than average run of big pictures, and on the fourth day of its exhibition, the manager called over long distance telephone to arrange for a fifth day showing.

Another new flivver coupé has been tied out in front of the Exchange. Accessories Manager "Foxy" Fox has promised to take us for a ride. It's one of those nifty ones, brightly painted disc wheels, etc.

## Cleveland Chatter

By R. Labowitch

The Paramount Club held an election of officers at their meeting last Tuesday and the following new officers were chosen: Mark Cummings is our new President and John MacGreevy, Secretary, and Miss Bessie Ipe retains her office of Treasurer. We expect some real results now and look forward to having some mighty good times.

Mr. A. A. Kreier, Traveling Auditor, has been with us for a few weeks.

Mr. H. A. Ross, our District Manager, accompanied by Mr. G. Knox Haddow, dropped in to see us this week. Mr. Ross has not been here for so long a time we thought we had been forgotten by him.

Miss Theiss, formerly of the Cincinnati office, is now in our Auditing Department and has made many friends during her short time with us. We all hope she stays a good long time.

## Cincinnati Chatter

By Samuel Cohen

Gene Custer, Salesman in Zone 3, relates an amusing experience with an exhibitor in Agis, Ky. Custer introduced himself as a representative of Paramount Pictures. "Ain't never heard of them," was the exhibitor's reply. Taken somewhat aback, Gene mentioned several of our popular stars but was met with the same response. Finally, in desperation, he showed him a picture of Wm. S. Hart. "Ain't never seen or heard of him," said the backwoods exhibitor. Such is fame!

Another exhibitor wrote a letter to our Booking Department, requesting a date on "THE WORLD'S APPLESAUCE." That handed everyone a good laugh. When you stop to think for a minute, the exhibitor wasn't very far from the truth. Isn't it a fact that ninety-nine out of a hundred of the world's applause is merely applesauce?

Which reminds us that Ann Keck, Booking Stenographer, innocently inquired (but with a twinkle in her eye) if "JAVA HEAD" was a story of a coffee fiend?

Of course everyone has heard of the exhibitor who asked that "THE GILDED LILY" be booked to him for the first week in April because he felt sure that it would be an ideal picture for Easter!

Birdie Caldwell and Elizabeth Withrock are getting real ambitious. Both are studying stenography and typing at night. After they finish their schooling, we suggest they take a post-graduate course with Sammy Cohen.

Tom Lindsay walked into Mr. Milligan's office just as the latter was about to light his cigar. Very deliberately, Mr. Milligan took off the cigar band and dropped it into the waste basket. "What's the big idea?" Tom asked. "I'm going to **play** all by myself," was the wise crack, "I won't need the **band**."

An exhibitor sent in a letter, the first sentence of which almost gave Manuel Naegel, Booker, heart failure. "Had a complete miss-out last night (the letter read) not a single patron. It was on account of the rain and storm and not thru any fault of yours." Manuel heaved a deep sigh of relief as his face was wreathed in smiles.

If ever there is established an accessories' HALL OF FAME we are going to nominate the entire sales force of this exchange for a conspicuous place of honor therein. Everyone of them is cooperating with Sammy Cohen in making 1923 a banner year for the sale of accessories. (Mel Shauer, please note!)

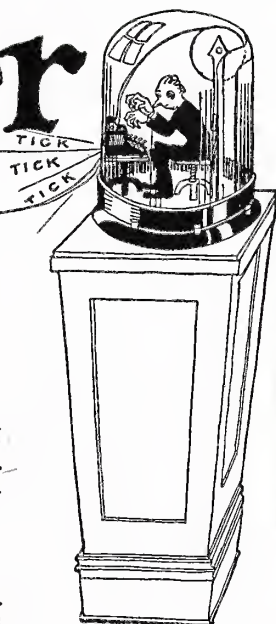
## Depends on Viewpoint

She—I never saw much in those georgette crêpe dresses.

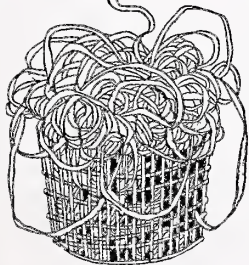
He—Well, you've never looked at them in the right light.



# Pep's Ticker



ZUKOR AND KENT SAIL FOR EUROPE ON THE OLYMPIC . . . TO BE GONE UNTIL THE MIDDLE OF APRIL . . . GIVEN FAREWELL LUNCHEON AT COMMODORE . . . MR. LASKY WAS TOASTMASTER . . . FIFTY-ONE GUESTS WERE PRESENT . . . F . . . O . . . S . . . WE THOUGHT S. R. KENT WAS NOT GOING TO MAKE IT AS HE SPENT TWO DAYS THIS WEEK IN BED WITH LA GRIPPE . . . M . . . D . . . ADOLPH ZUKOR ANNOUNCES BIG CONFERENCE IN NEAR FUTURE WITH DISTINGUISHED WRITERS AND ARTISTS . . . SEE STORY . . . R . . . D . . . P . . . G. E. AKERS, FROM CANADA, DROPPED IN TO SAY HELLO . . . BEBE DANIELS GETTING ALONG NICELY AFTER OPERATION . . . AGNES AYRES TO TAKE HER PLACE IN "THE EXCITERS," WITH TONY MORENO . . . GEORGE SCHAEFER IN FROM BOSTON . . . F . . . G . . . CALGARY OFFICE HOLD THEIR FIRST ANNUAL PEP DANCE—A SUCCESSFUL AFFAIR . . . SEE STORY NEXT WEEK . . . EVERYBODY ALL PEPPED UP FOR THE SECOND ANNUAL PEP CLUB BALL AT THE COMMODORE, MARCH 9TH—IF YOU CAN POSSIBLY MAKE IT, BE THERE . . . X . . . O . . . I . . . READ MR. LASKY'S STORY ON HIS REVIEW OF PRODUCTIONS AT THE WEST COAST IN THIS ISSUE . . . ACCESSORIES DEPARTMENTS IN LIVELY RACE TO STAY ABOVE QUOTA LINE . . . E. E. SHAUER OPTIMISTIC ON CONDITIONS IN CUBA . . . STORY NEXT WEEK . . . P. A. BLOCH DROPS IN FROM PHILADELPHIA . . . TED YOUNG STILL IN THE SOUTH . . . GEORGE MELFORD AND HIS COMPANY TO GO ON LOCATION IN MIAMI NEXT WEEK . . . TOMMY MEIGHAN, DIRECTOR AL GREEN AND LILA LEE ARRIVE BACK FROM PANAMA . . . YOU OUGHT TO SEE ALICE BRADY AND "LEFTY" FLYNN PER-SPIRE IN THEIR FUR COATS AND HATS MAKING INTERIOR SCENES FOR "THE SNOW BRIDE" AT THE LONG ISLAND STUDIO.



# A Card in The Window—

## A Keystone Quintette



Here are five lively members of our Wilkes-Barre Exchange, located in the Keystone State.

From left to right, they are: Misses J. Clements, B. Barr, Mr. William Williams, Miss Miriam James and Miss K. Vetter.

## Oklahoma City Jots

By W. W. Caldwell

We all extend a hearty welcome to our new Branch Manager, Mr. C. M. Peacock, from the Los Angeles Exchange. Although Mr. Peacock has only been here a few days the entire office force is 100% for him.

We also welcome in this Exchange, two new Salesmen, Mr. V. V. Huddleston and Mr. J. B. Dugger. We wish both of these gentlemen every success in the Oklahoma City Exchange.

We were honored with a visit last week by our District Manager, Mr. F. F. Creswell. He left us pepped up 100%, and we hope Mr. Creswell will be back to see us very soon.

We also have had the pleasure of having with us our Travelling Auditor, Mr. S. A. Castellow. We are always glad to see Mr. Castellow and trust he will visit us more often in the future.

## Records

Records count in any game—  
In Life or baseball much the same.  
On the tablets it is writ—  
How you fielded, how you hit.  
You may get in weather fair  
Some assistance here and there  
That will help to pull you through  
But it's mostly up to you.

Humble though your lot may be  
On Time's blackboard men may see  
What you did or failed to do—  
And it's mostly up to you!

Submitted by

D. F. Hynes,  
Manager of Storehouse.

## Omaha Exchange

THE HOME OF "THE COVERED WAGON"

By E. N. McFarland

Mr. W. O. Keyon, formerly with Vitagraph and Fox, has now joined the Sales Force, and will in the future drive his "Covered Wagon" through Zones 1 and 9. Go to it, Mr. Keyon; you have the co-operation of the greatest organization in the industry.

Mr. H. L. Dean, Salesman in Zones 6 and 7, located in the western part of Iowa, left just before the holidays with his famous TIN PERCULATOR and the mannerly BULL DOG (which keeps his competitors out of the Exhibitor's office while he writes the contracts) for an extended trip. In fact, he was gone so long that introductions were in order upon his return to the office.

At the same time his daily reports were so heavy that he could probably get away with it again.

(Phone message) Theatre changing hands at Norfolk (Answer).

Messrs. L. W. Dunn and E. N. McFarland boarded the fast freight and sewed up 67% of the Exhibitor's playing time from Jan. 1st until next fall.

Mr. Rehfeldt, our enterprising Accessories Mgr., and Mr. McFarland, recently sold the Maryland Theatre, which is a suburban house, located in what is called Little Italy, 10,000 Fan Photos. Mr. McFarland explained to this Exhibitor that he could have his entire Paramount program printed on the back side of these Fan Photos and give them to his patrons. They would appreciate an autographed photograph and would take good care of it and at the same time would have his entire program. A very good idea and it will sell the Photos.

Mr. W. O. Keyon, the latest addition to our Sales Force, started out on his first trip and sold the first Exhibitor that he called on. While talking to this Exhibitor he heard that the Theatre in the next town would change owners the next month. He immediately bribed a Brakeman and rode the freight to this town, and after locating the next owner of the show, he sold him the idea of opening up the show with Paramount Pictures. More power to you, Mr. Keyon.

## Willing to Do Her Share

A large and dark lady was being married to an equally dark but several sizes smaller groom.

"Clarissa," asked the preacher, following the usual formula, "do you take this man to be your wedded husband, for better or worse—"

"Jes' as he is, pahson, jes' as he is," interrupted Clarissa. "Ef he gets any better de good Lawd's gwine take him, and' ef he gets any wuss Ah reckon Ah kin tend to him mahself."



# Is Worth Two in The Container

## My Experience With Big Accounts

By L. F. Edelman

In dealing with the big exhibitors, it has been my experience that the most effective way to sell them is to keep after them. For over a year, I have tried to get the Palace Theatre in Washington (a Loew House) to use window cards, inserts, and heralds. I would go to their manager twice a week with the above items only to be turned down in a very unsatisfactory manner. As a matter of fact, I went to this manager so regularly that he used to leave his office when he expected me. I still kept going to him, but could not sell him. Two weeks ago I showed him some window cards on our big specials, and the man gave me a real order. The cards in this case sold themselves, but if I would have stayed away from this exhibitor, thinking that because of his constant refusal, he could not be sold, I would have missed out on a real opportunity. The very same thing happened with the Century Theatre in Baltimore, the difference being that the exhibitor is using twice as many window cards, and twice as many heralds, as he ever did. The same condition will happen in Richmond, on insert cards. I have tried to sell this item for the last seven months, but only recently have I gotten assurance that the exhibitor is looking for locations for insert frames. To me it is just a question of keeping after your customer until he is sold. He may refuse a hundred times; but if you keep after him long enough and in the proper manner, he will possibly come to life the one hundred and first time and do some buying.

*Our accessories are good enough to sell themselves.* I am firmly convinced of the fact and I know, with a reasonable amount of certainty, that after I show our accessories to an exhibitor long enough, he will just naturally sell himself. He can't help but sell himself. Just keep showing him the different items and make him make comparisons. Remember this, other exhibitors are using our accessories because it makes them money. Sooner or later the "hard-boiled" fellow will also realize the same thing, and after you once get him in line, he will stay there for keeps.

## Somebody Please Write

E. N. McFarland, Salesman at Omaha, Nebr., received the following letter from an exhibitor recently:

Mr. E. N. McFarland,  
Omaha, Nebr.

Dear Sir:

Please send me some reading on them pictures you told my wife about and the prices, I can use most anything in comedy, drama, or a good play with plenty of pep.

But I do not want any thing in society dramas, no mater how good they be.

Let me know soon please.

Yours very truly,

AMBROSE MAZANEK.

## With the Exploiteers

By Bam

George Smith, Toronto, brought mobs of Londoners (Ontario) seething into the lobby of the Allen Theatre to attend the "Free Press Winter Fair" where scores of local merchants and manufacturers displayed their wares and a little free entertainment was given in the unusually deep lobby. The newspaper put out a six-page special section playing up the Allen and its unique event and stressed the civic value of the affair. Each page had a five-inch announcement streamer across seven columns and the businesses represented in the lobby took large ad space. Needless to say, the Allen played to standing room only during the entire week of the Fair.

Bill Danziger, Chicago, tied up with the street car company of Eau Claire, Wis., hanging banners three feet square on every city and interurban car reading: "Take a street car when you go to see 'When Knighthood Was In Flower,' at the Grand." This is the first evidence we have of an Exploiteer selling street car service along with the film. They either must be good walkers out there or all use automobiles. In Duluth, on the same picture, Bill used a page of the book as a herald, with the theatre ad on one side in addition to distributing thousands of the Paramount heralds.

Cliff Lewis, Albany, is to enter the bonds of matrimony—or maybe already has by the time this goes to press. Congratulations!

Dan Roche, who startled blasé New York by driving a Covered Wagon hitched to a yoke of oxen, down Broadway, has returned to Chicago where he will headquarter while taking charge of the operation of four more similar outfits.

Eli Orowitz, Philadelphia, has recovered from an infected leg incurred through a scratch on his heel while playing handball. Eli was unpleasantly confined to his bed for a while. As soon as he got up he accomplished a master stroke by selling Wanamaker's the idea of using across the entire top of their full page ad:—"A Little of Early America; A Little of The Time 'When Knighthood Was in Flower'; (etc.). Those who know how extremely difficult it is to "tie up" mammoth stores of the Wanamaker class will doubly appreciate Eli's coup.



## Lasky, Back From Coast, Pays Fine Tribute To Producers of New Paramount Pictures

**"Adam's Rib," "The Covered Wagon," and "Bella Donna," Three of Greatest Pictures He Has Ever Seen, He Says**

On his return to New York this week after having spent several months at our West Coast studio in Hollywood, Mr. Lasky immediately went into conference with Adolph Zukor and S. R. Kent, who will sail Saturday for Europe, and then made announcement of several important production plans.

"Before leaving Los Angeles," said Mr. Lasky, "I saw three wonderful pictures. One of them was Cecil B. De Mille's 'Adam's Rib,' which is one of the most unusual pictures ever produced by the man who has made so many unusual productions. I expect that 'Adam's Rib' will furnish a great deal of public comment, because it treats of the modern young girl in an entirely new vein. Taking the opposite stand from the terrific indictment of the flapper in 'Manslaughter,' Mr. De Mille shows in 'Adam's Rib' that beneath the fluff, the callousness and the recklessness of the new girl is sturdy principle and generosity of heart. I firmly believe 'Adam's Rib' will be one of Mr. De Mille's greatest successes, and that I am not alone in this belief was amply proved by the enthusiastic praise given the picture by all of the Los Angeles reviewers following its opening at Grauman's Rialto Theatre Sunday.

"Another great picture we have just finished is James Cruze's production of Emerson Hough's novel, 'The Covered Wagon.' This picture is truly epic—a thrilling story of the most romantic phase of American life, and not only has Mr. Cruze made one of the finest pictures ever produced in our studio, but he also has done a piece of work which will set a new standard in motion picture production. 'The Covered Wagon' is truly the great American picture, and it will do more to cement the place of the motion picture as an art and a public force than any other picture ever produced.

"Of an entirely different type, but just as thrilling and beautiful is 'Bella Donna,' the first picture starring Pola Negri made in America. Produced by George Fitzmaurice, this picture is truly sensational, and it reveals a Pola Negri that has never been seen on the screen before. Given our great production facilities, with American lighting, American

### High Honeymooning



When Walter Hiers and his bride, "Peaches," arrived at the Home Office they immediately had a date with PEP'S cameraman to ascend to the roof of our Home Office and pose for several pictures.

It was real cold on the roof but that didn't phase the bride and groom as is evidenced by the happy smile on the faces of both.



## Dwan and Melford on Old Times

While PEP was roaming thru our Long Island Studio this week, two masculine figures seated in camp chairs seemed entirely ignorant of what was going on around them—their heads were bent in dire interest over something that aroused PEP'S curiosity.

George Melford said: "Come on over, PEP, we are looking over something of interest."

"Yes," said Allan Dwan, "it's a motion picture book of 1913."

Slowly the crowd began to gather and seeing that they had an audience, and realizing that keeping young in these days is a big point in anyone's favor, Allan Dwan said: "Of course, you know, folks, that the Messrs. Melford and Dwan referred to in these pages are our fathers, who were great directors in their day."

Melford was supervising director of three studios and Dwan was working on the big stuff, so-called at that time. The big stuff, specials, which were crashed thru the length and breadth of the land, were the famous two-reelers. In fact, when Dwan was on his way to location, having the title of the picture in his possession, he would write the story and have it ready when he stepped out of his auto to start directing. Such were reminiscences of these two famous directors at the studio this week.

My, how the time flies—here when a director was making one or two pictures a week, he is doing good now if he gets away with four or five a year.



## Long Island News

Nita Naldi, screen siren, who is at present practicing her wiles in George Melford's forthcoming picture, "You Can't Fool Your Wife," from the pen of Waldemar Young, is alarmed. Her fan mail is increasing to such huge proportions that she fears she will have to engage a secretary. Anyway she wants the world to know that she will get around to answering the mail sometime so if you haven't received an answer from Nita be assured that one will be forthcoming soon.

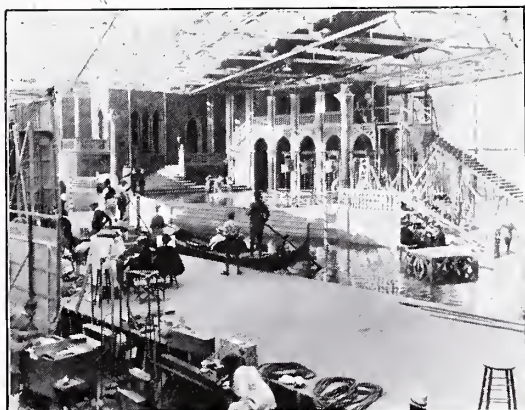


## Pola Negri Wires Lasky

On his arrival in New York from Los Angeles this week Jesse L. Lasky found the following telegram from Pola Negri, who recently finished her work in "Bella Donna":

"I am almost too happy to find words to tell you that I think 'Bella Donna', which I saw tonight, is not only my best picture but the most enthralling film I ever saw. It is wonderful to find that the picture on which we all worked so hard has turned out so magnificently. I could not help but wire to tell you how delighted I am about 'Bella Donna'."

## A Big Set



Above is a photo of one of the big sets used in Pola Negri's first picture, "Bella Donna."

George Fitzmaurice with the aid of his staff, and clever work of the Studio Art Department, portrayed in rare reality a Venetian Canal scene.

## Two Pictures

Monday, February 12th, has been set as a starting date for two new pictures. The first of these is "Hollywood," which will be a James Cruze production, adapted by Walter Woods from the novelette by Frank Condon. Mr. Woods will also be production editor. "Hollywood" will boast of the greatest all-star cast ever seen in a single film. It will include Pola Negri, Gloria Swanson, Jack Holt, May McAvoy, Agnes Ayres, Jacqueline Logan, Conrad Nagel, Walter Hiers, Theodore Kosloff, Lois Wilson and others.

The second picture to start on that date will be "Bluebeard's Eighth Wife," a Sam Wood production, starring Gloria Swanson, which was adapted by Sada Cowan from Charlton Andrew's adaptation of Alfred Savoir's play. Julia Crawford Ivers will be production editor.

"The Rustle of Silk," co-featuring Betty Compson and Conway Tearle, and adapted by Sada Cowan and Ouida Bergere from the novel by Cosmo Hamilton, is now in its third week. This is a Herbert Brenon production and is his first picture under his new contract with us. Julia Crawford Ivers is production editor.

## Allan Dwan Preparing For His Next

While making preparations for his next picture, "Lawful Larceny," which Edmund Goulding is translating from the stage to screen form, Director Allan Dwan is cutting and titling his forthcoming production, "The Glimpses of the Moon," which was made at Long Island with Bebe Daniels, Nita Naldi, Rubye de Remer, David Powell, Maurice Costello and Charles Gerrard in the principal rôles.

## In and Around Paramounttown

Jacqueline Logan returned to Hollywood this week to play the featured feminine rôle opposite Walter Hiers in "Seventy-five Cents an Hour," a picture which Joseph Henabery is directing. Miss Logan had been away for two weeks on a vacation trip to Colorado Springs, Colo., her old home town.

Walter Hiers and his newly wedded wife, formerly Miss Adah McWilliams of Syracuse, N. Y., returned to Los Angeles this week. Mrs. Hiers was a visitor at the Paramount Studio during the early part of the week and witnessed the beginning of her husband's new starring picture, "Seventy-five Cents an Hour", which was adapted by Grant Carpenter from a story by Frank Condon, and is under the supervision of production editor Ralph Block. Mrs. Hiers was introduced to Director Joseph Henabery and Jacqueline Logan, who plays the featured lead opposite Mr. Hiers.

They are at present residing in a local hotel, but Mrs. Hiers admits that she and her husband are planning to build a home in Hollywood or Beverly.

Following the completion of "Prodigal Daughters," Sam Wood's production, Gloria Swanson is taking a much-needed rest. This has been a particularly gruelling picture due to the many big emotional scenes and thrills throughout. Monte M. Katterjohn wrote the screen version based on the novel by Joseph Hocking.

Reports of those who have seen this picture, according to Julia Crawford Ivers, production editor, are that it is the best vehicle Miss Swanson has recently had. A capable cast, including Theodore Roberts, Ralph Graves, Vera Reynolds, Louise Dresser and others, enacted supporting rôles.

February 8th has been set as a starting date for George Fitzmaurice's production, "The Cheat." Pola Negri will be starred in this picture with Jack Holt featured and Charles de Roche also appearing in her support. Ouida Bergere wrote the screen adaptation of Hector Turnbull's original story. Miss Negri has been sojourning at Del Monte, Cal., following the completion of her last picture, "Bella Donna," and has just returned to Hollywood.

Clara Beranger, who adapts the William de Mille productions, is at present on her semi-annual trip to Los Angeles from New York and is in conference with Mr. de Mille. She brought her screen adaptation of "Only 38," by A. E. Thomas, suggested by the story by Walter Prichard Eaton. While in conference with Mr. de Mille, Miss Beranger is making plans for the story to follow "Only 38." Mr. de Mille and Miss Beranger are also editing and cutting "Grumpy," the Wm. de Mille production adapted from the stage play of Hodges and Percyval. The cast of this coming de Mille production will be announced later.

"The Law of the Lawless" directed by Victor Fleming with Dorothy Dalton starred and Chas. de Roche and Theodore Kosloff featured in her support, comes to a conclusion this week. This picture was adapted by E. Lloyd Sheldon and Ed-rid A. Bingham from a story of the wandering gypsy tribes by Konrad Bercovici. It has been almost entirely an outdoor picture, colorful in the extreme, with a decided variety of thrills and mystery combined with a passionate and primitive romance of Tartar and gypsy. It promises to be an amazingly entertaining and novel picture.

### A Studio Visitor



While Bebe Daniels was working in the picture, "Glimpses of the Moon," at our Long Island Studio recently, she received Conrado W. Massaguer, well-known editor and world-famous caricaturist from Havana, Cuba.

Mr. Massaguer was so impressed with Miss Daniels' type that he sketched her while talking. And just to prove that she was a wizard pencil pusher, Miss Daniels sketched Mr. Massaguer.

### "Blood and Sand" for Premier

Cable reports from Sydney, Australia, received by E. E. Shauer, Director of our Foreign Department, tell of a high compliment paid Paramount Pictures by Premier Hughes at the close of the general election in Australia. Having completed a whirlwind campaign throughout the entire country the Premier sought some means of passing in a restful manner the hours between the closing of the polls and the announcement of the returns. To obtain that rest he disappeared for a few hours, much to the consternation of politicians and friends. Without public announcement, he had made arrangements for a private showing of "Blood and Sand," and for two hours he and his party were entirely oblivious of the nerve-wracking wait for the election returns. Many compliments were paid the picture by the fighting Premier and his party.

Much valuable publicity was obtained in the leading newspapers of Sydney, which published front-page stories concerning the Premier's mysterious disappearance and the fact that he had been witnessing a showing of "Blood and Sand."



## Fast Friends



Jack Dempsey and Charles Eyton, the latter Manager of our West Coast Studio, are shown above renewing acquaintance on Dempsey's visit. "I always stay on the right side of Dempsey," says Charles Eyton, "because he has a mean left."

## Agnes Ayres To Be Starred in "The Exciters"

Owing to the fact that Bebe Daniels, who was operated upon for appendicitis recently, will be confined to the hospital for at least four weeks more, the Production Department announces that Agnes Ayres will replace Miss Daniels as co-star with Antonio Moreno in "The Exciters," which Richard Ordynski will direct at the Long Island studio.

As soon as Miss Daniels has entirely recovered from her illness she will assume the stellar rôle in "Contraband," the Clarence Budington Kelland story, which was originally assigned to Miss Ayres.

Miss Ayres and Mr. Moreno are expected from the Coast in a few days to start work on "The Exciters," the scenario of which is being written by John Colton.

## Long Island Doings

Thomas Meighan and his company, who have been in Panama for six weeks, making exterior scenes for "The Ne'er-Do-Well," sailed this week for the United States and will begin work on the interior scenes for the picture at our Long Island studio next Monday.

"Lefty" Flynn's hobby of collecting guitars proved to be a boon to Alice Brady and her company while in the Canadian fur country recently, where exterior scenes were made for "The Snow Bride," which Henry Kolker is now directing at our Eastern studio. The company lived for three weeks at a fur camp twenty miles from a railroad and all the amusement had to come from the ranks at night when work was finished. Flynn, who is playing the leading rôle opposite Miss Brady, with a guitar that he acquired from one of the Indians of the camp, furnished most of the entertainment. He not only can play the guitar but can sing appropriate songs for his own accompaniment.

## Lasky Back From Coast

(Continued from page 12)

"Gloria Swanson has just finished 'Prodigal Daughters' and is to start immediately on 'Bluebeard's Eighth Wife,' which undoubtedly will prove a tremendous box-office attraction. On the completion of 'Bluebeard's Eighth Wife,' Miss Swanson will come East to begin work on a picture which probably will be the biggest thing she has done in her career to date. This also will be the first time Miss Swanson has made a picture in the East.

"Before leaving Los Angeles we signed contracts for long terms with Antonio Moreno and Richard Dix. Mr. Moreno's work in 'My American Wife,' won enthusiastic praise from everybody who saw the picture, and under our direction we expect him to prove one of the most popular screen stars. Richard Dix's work in Agnes Ayres' latest picture, 'Racing Hearts,' as well as in 'The Christian,' stamps him as an actor of tremendous potentialities.

"Because of the illness of Bebe Daniels, who was operated upon for appendicitis last week in Roosevelt Hospital, we are going to co-star Agnes Ayres in 'The Exciters,' with Mr. Moreno, who will arrive from the Coast next week. Miss Daniels will return to Los Angeles, and on her recovery will begin work on a picture under the direction of Wesley Ruggles.

"I arrived just in time to see the wonderful reception accorded George Melford's production, 'Java Head.' Mr. Melford is now producing 'You Can't Fool Your Wife,' at our Long Island studio. He will finish the picture at the West Coast studio in Hollywood.

"Before leaving I saw some of the scenes of William de Mille's newest picture, 'Grumpy,' made from the play which Cyril Maude made famous a few years ago. While melodramatic in its plot, 'Grumpy' is a picture essentially of characterization, and with Theodore Roberts in the title rôle, as well as a carefully chosen cast, I think this picture will be marked by a type of acting new to the screen.

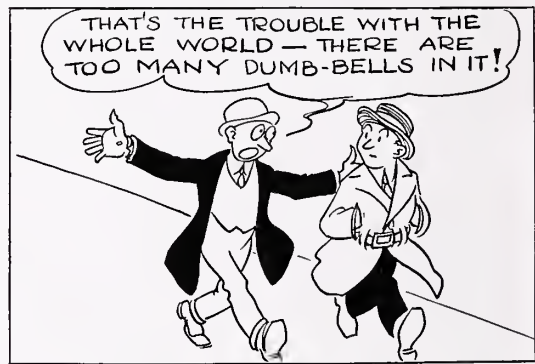
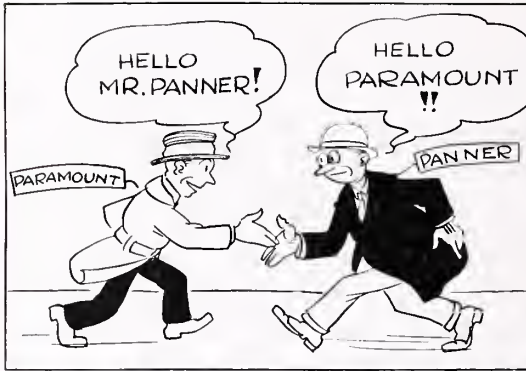
"I don't know of anything which has given me more satisfaction than my screening of Walter Hiers' first starring picture, 'Mr. Billings Spends His Dime.' Mr. Hiers was made a star, you know, at the request of exhibitors, speaking through our Branch Managers at our last convention. The choice of the exhibitors was a wise one, for Mr. Hiers shows in 'Mr. Billings Spends His Dime,' that he is a master comedian. He has just started work on his second picture, 'Six Bits An Hour.'

"Herbert Brenon is now engaged in making 'The Rustle of Silk,' with Betty Compson and Conway Tearle. Written by Cosmo Hamilton, this story has had an immense sale as a book, and in picture form it will prove one of the most popular productions Miss Compson has ever appeared in."

Mr. Lasky expects to spend several weeks in New York, during which time he will lay plans for next season's production activities.

*By G. M. Lasky*

## They Talked It Over





# PARAMOUNT PEP



OUR NEW COLUMBUS EXCHANGE



## Prize Winners on Paramount Week Contest

### Announcement of Seattle as Winner of Sixth Place Gives Vent to This Summing Up

After diversified discussions and general conferences by the Paramount Week Prize Committee, the six prize winners for the 1922 contest are: First, San Francisco; Second, Los Angeles; Third, Portland, Ore.; Fourth, Boston; Fifth, Maine; and Sixth, Seattle.

The announcement in its completion would have been forthcoming prior to this date but for a little delay on the six prize winners, and we thought it better to hold this announcement until the entire six had been definitely set as the winners.

It will be remembered that the total prize money for the 1922 contest considerably eclipsed the amount appropriated in 1921, the amount being for 1922, \$10,000 to be distributed to the winning exchanges, exclusive of the Branch Managers, Mr. Zukor having appropriated additional \$5,000 to be split among the Branch Managers of the six winning exchanges.

That means that San Francisco divided \$3,800 between its personnel, exclusive of the Branch Manager, he receiving \$2,000.

The Los Angeles Exchange, second, divided \$2,300 and the Branch Manager received \$1,250.

Portland, Oregon, third, divided \$1,500, with the Branch Manager receiving \$750.00.

The Branch Manager of the Boston Exchange, fourth, received \$500.

The Branch Manager of the Portland, Maine, Exchange, fifth, received \$300 and the Branch Manager of the Seattle Exchange, sixth, received \$200.00.

\$2,300 was utilized as follows: \$100 allotted to each of the twenty-three exchanges not participating in the first, second or third exchange prize for the contest, and awarded to the salesman bringing in the greatest number of Paramount Weeks, in comparison with the number of theatres in his zone; distribution in this respect was left to the Exchange Manager.

\$100 was awarded to each of three Exploiters for the best exploitation stunt on the week.

The Exploiters receiving these were Messrs. Eagles, Seattle; McConville, Boston; Whelan, Washington.

Messrs. Ballance, Weeks and Akers decided on the division of this prize.

In a previous issue of PEP, the basis for determining the winners on points was given in detail.

As everyone knows, prior to this announcement, the fighting spirit, and keen interest was never so great as it was on the 1922 contest and a great deal of credit is entitled for equal division among every member of the Paramount family who so notably put forth effort to make the week the success that it was. This applies to those who were not in the winners' shoes as well as those who romped away with the prizes for it was the efforts of everyone that forced competition and made the winning exchanges hop for their prize.

### ALL COAST OFFICES AMONG WINNERS

The glad hand with congratulations heartily goes out to Herman Wobber and his four West Coast Offices for the remarkable showing made against twenty-three competing Exchanges, for each of his Offices finished with the winners. San Francisco, first; Los Angeles, second; Portland, third; and Seattle, sixth.

It seems in this instance that distance lends competition, for at the other Coast George  
(Continued on page 5)

### W. E. Smith Recuperating

W. E. Smith, our genial District Manager from Philadelphia, is now at Watkins Glen, New York State, recuperating after a breakdown which got the best of him a few weeks ago.

Mr. Smith was wont to give in, but on the advice of physicians and many of his friends in the organization, he decided that it was best to take this much needed rest, and go to the above mentioned place where recuperation would be thorough and speedy.

The Home Office as well as the Philadelphia Office certainly do miss Bill's smiling countenance around and we wish him the speediest of recoveries back to the best of health.



This solution injected by PEP will make the whole world feel good—that of the Super 39.

No wonder the world laughs with pleasure, for who would not be overjoyous anticipating such an injection.



## "To Have and To Hold" Newspaper Tie-Up

L. J. Bamberger's idea for nationalizing newspaper copy for this production has already appeared in one hundred and two newspapers.

Back in the later days of 1922 Leon J. Bamberger, Assistant to Claud Saunders, advanced the suggestion to executives in the Home Office regarding nationalizing copy for page tie-ups on any given production, and started the ball rolling by submitting a dummy on the particular production, "To Have and to Hold."

The argument for this proposition is a most logical one, as it saves a great deal of trouble on the part of the eternal triangle, the exhibitor, newspaper men, and exploiteer.

The idea in a nutshell is this,—the dummy is made up for a one-page newspaper layout with the name of the production and cast appearing prominently at the top of the page and flanked by various attractive layouts by other ads, copy of which is partially written, facilitating solicitations from the merchant in the particular town in which the production is about to run.

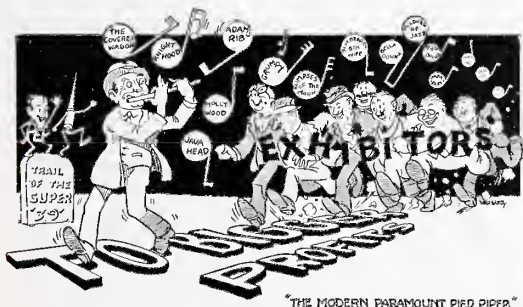
For instance in one part of the page appears a photo of Betty Compson and the caption reads, "To Have and To Hold" a lovely complexion is the desire and right of every woman. As an aid to an excellent complexion, nothing excels—here a space is left for the name of any drug store or commercial house handling cosmetics in any form.

Simplicity and attractiveness of the entire page naturally attract the merchant's eye as well as the newspaper man himself, so there is nothing else for both of these parties to do but to insert the name of the establishment and any additional copy.

Another big important feature is the fact that this page layout is in mat form and can be mailed to the newspaper, thereby eliminating extra work in the composing room of the newspaper and at the same time supplying the newspaper with a dummy to present to the merchants.

Exploiters are having great success with this nationalization scheme and Mr. Bamberger expects the number of newspapers using this ad to grow quickly.

# The Pied Piper



When the modern Paramount Pied Piper starts his little song and dance you can tell the world that exhibitors galore will follow the trail of the Super 39—and why? Look at the notes that are flying from his flute.

## Pickett's Pride



Los Angeles has seen many masterful outdoor exploitation stunts but none that ever secured the amount of attention that was accorded Exploiteer Arthur G. Pickett's mobile dinosaur for "Adam's Rib" at Grauman's Rialto.

This dinosaur was one used in the making of the picture and weighed 2 tons. It was paraded for 25 miles through the business streets, and the route was so arranged to strike the most important corners when traffic was at its heaviest. The rubber-necking done by everyone on the streets, on street cars, in autos, from office buildings, stores, etc., left no room for doubt that Pickett's display had "hit." It jammed the traffic everywhere, stalled everything and everybody, while the height of the monster (selected as the largest used in the picture) necessitated a man riding with the truck to push up the trolley and telephone wires encountered every few feet of the way, causing additional consternation.

After covering the route, the dinosaur was parked for permanent display on one of the prominent intersections where it stands elevated on a mound which could not fit the display better were it actually arranged for it. At night a spot light illumines the huge animal causing consumers of bootleg liquor to swear off for all time. Another dinosaur is on display in the lobby of Grauman's Hollywood Egyptian Theatre, and it, too, is attracting no end of attention.

Mr. Pickett is on the left.

## Chorus

Bring on the Injuns  
And the buffalo;  
Bring on the hosses  
And the rest of the show.  
Set fire to the prairies  
And burn up the grass;  
Shoot me if "The Covered Wagon"  
Ain't the class!

**RUSSELL HOLMAN,**  
Home Office Publicity Staff.

Now some person please write a verse to this and make it complete.

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 FEBRUARY 14, 1923 No. 32

## Clinching the Small Town Sale

By Jad

The small town exhibitors having of necessity to limit their film rental expenses have been the prey of the "fly by night" distributor who can and is willing to sell his product for next to nothing.

This booking of nondescript product has limited the returns from the exhibitors' investment and forced them eventually to the habit of giving a longer show than is necessary in the booking of a multiplicity of short subjects to "fill out the show."

They have substituted quantity for quality.

They like to feel that, as they have not paid much for the whole works, if the feature is disappointing and of poor quality, the serial or the comedy or the news reel may be good and save the show.

They have overlooked the fact that their patrons would much rather be sure of seeing one good picture every time they come than take a chance that of the many different subjects shown, one may please.

Many small towns can run a feature and comedy or good single reel with a great deal of success if the backbone of the show, the feature, is uniformly good and if the total cost is not prohibitive.

They must realize, however, that the basis of every good motion picture show is the feature itself regardless of what else is shown.

This small town situation is really not fancied and we must adapt ourselves to the exigencies of each occasion to gain a foothold.

At the same time we must endeavor to educate the exhibitor to better product, better presentation, inexpensive exploitation methods and the will to take off his coat and go to work as his brothers in the larger communities have to do these days.

While at present we are not releasing short subjects there still remain in every exchange many excellent subjects, both educational and comedy of one and two reels each that can be liquidated in connection with our features at a price to constitute a full show for the small town exhibitor.

While in doing this we may not be able to meet the price quoted by some distributors it is

## From Oklahoma City



Here are five gentlemen from our Oklahoma City Office who make up the executive staff. From left to right, they are: S. B. Rucker, Exchange Auditor; C. P. Redick, Traveling Auditor; C. N. Peacock, Branch Mgr., T. B. Warford, Booker and W. W. Caldwell, Accessories Sales Manager.

Peacock, in the center of the group, is the newly appointed Branch Manager of this office, having been promoted from the ranks of salesman, after a most successful career in our Los Angeles office.

The editor is able to keep track of C. P. Redick only by photos and next week I suppose we will receive one from him from Hongkong, China. Anyway his smile tells you all about him at a glance.

### PEORIA OFFICE SLOGAN

"Every week in every way  
I'll do my best to earn my pay."  
(N. M. D.)

a matter of salesmanship pure and simple to warrant and obtain the slightly higher prices desired on the basis of uniformity of high quality.

A resourceful salesman who for one reason or another was unable to sell our remaining short subjects to complete a show, signed up a small town exhibitor for our feature service and upon returning to his exchange city made arrangements with a local distributor specializing in short subjects to ship with our feature each week such short subjects the exhibitor demanded.

While we are represented in many small towns with our service the field is still virgin for us.

It is a matter of education to overcome the weakness of many exhibitors to subordinate quality to price and the education must start via the dotted line.

Get into these towns. Once we are in our product will keep us there and the service back of our product will be the clincher for a resale.



# Bon Voyage To Messrs. Zukor And Kent

## Montreal

As Viewed By a Visiting Exploiteer

"An exhibitor, to be successful, must have Paramount pictures.

"If he can make \$100 a week without Paramount, he can make \$200 a week with Paramount."

The Speaker is Ed English, the fighting Manager of the Montreal Exchange, and that is the spirit that keeps his organization moving along at such a lively clip these days. There is no mistake about it, English himself is sold 100% on Paramount; so are his two chief lieutenants, Al Ritchie, and Tommy Dowbiggan, not to mention the other members of the happy little family.

And this is the gospel they have spread throughout the province of Quebec with great success.

It isn't safe to try to argue with English about Paramount. There is no argument. He commands the admiration and respect of his customers in unusual measure, and if ever you want to see a real peppy gang, take a trip to Montreal. There are several other reasons why you'll enjoy the visit.

## Breakin' Him In



Bob Gary, Milwaukee Exploiteer, pens off his conception of G. A. Durlam, Branch Manager of that office.

## A Peoria Quintette



We certainly have to hand it to the Peoria Exchange in getting on the map with our readers as well as in a business way.

Here are five young ladies that make up part of our genial and lively staff at that Exchange, and they all wear the Paramount smile.

In the photo, they are: No. 1, Marie Lancellote; No. 2, E. Mae Nyquist; No. 3, Mary McMannus; No. 4, Helen Evoy; and No. 5, Clara Jennings.

## Up-to-Date

"I call my new maid 'The Wireless Wonder.'"

"Why?"

"Because she's always 'listening in!'"

## PRIZE WINNERS

(Continued from page 2)

Schaefer brought two of his Exchanges to occupy the other two winning prizes, namely, Boston, four; and Portland, Maine, fifth.

The East Coast was after the West Coast and vice versa, to say nothing of the hot competition that went on between the two Coast lines, and we'll say right here that all other Exchanges deserve the full amount of credit for making competition very keen for these two Coast Districts in the drive.

Never before in the history of competitive drives in our organization has every Exchange finished so closely as did they in 1922.

In many cases it was a fraction of a point that divided one Exchange from another and the prize committee had no mean task in determining the winners for this drive.

The avenging spirit of the Exchanges that did not figure in the running is already beginning to crop up in anticipation of next year's drive, so, if you can book now, go to it.

# PEP'S ACCESSORIES BIN



## A Beautiful Set of Posters



Your eyes are the only things needed to convince you of the value of the various posters on "Bella Donna," featuring Pola Negri. The photographic layout in no sense brings out the true beauty and attractive get-up with their color schemes.

Display them and the orders will follow.



## Clark's Promotion

Jim Clark, formerly Accessories Manager at San Francisco, will now work out of the Home Office in the interest of increasing accessories sales and accessories sales possibilities.

You will remember that Jim copped first prize last Paramount Month.

He is now in New York and during the coming year his work will carry him to various Exchanges, in each of which he will spend considerable time going into accessories sales problems.

We know that Jim will continue his good work on the road and here's the best of luck and loads of success to him.

Mr. Ed. Hunter has succeeded Mr. Clark as Accessories Manager in San Francisco. He is not a stranger in the Accessories Department and he, too, is a hard worker. We wish him the same kind of luck and success.

## About Roto Sections

O. L. Freeman, Atlanta Accessories Manager, has arranged with one of his exhibitors in Chattanooga to use Roto Sections on "Adam's Rib," "The Covered Wagon," "Bella Donna," "Hollywood," and "Bluebeard's Eighth Wife."

This theatre has arranged to have them distributed in the entire circulation of a local paper.

In addition to this, Mr. Freeman has already received several orders for Roto Sections on each of these pictures and is at present working on key cities in an attempt to make similar arrangements to the one in Chattanooga.

## A Salesman's Sale

"Our salesman, Mr. F. J. A. McCarthy, submitted an order this morning for 1000 assorted fanfotos. This followed Mr. Buxbaum's sales meeting of February 13th."

R. L. WILLIAMS,  
Buffalo Accessories Manager.

## Gilt Frames

"We are beginning to notice the results of the special offer for the sale of Gilt Frames. During the past week I have received one order for fifty Gilt Frames from our account at Erie, Pa., and an order for ten Gilt Frames from our account at Ebensburg, Pa."

R. DAVIS,  
Pittsburgh Accessories Manager.

## A Good Start for 1923

"During the month of January we sold 95 twenty-fours, 74,800 insert cards and 11,000 fanfotos. The first month of the year started out well. There is no doubt that with the wonderful accessories we have to sell the following months will show an increase."

M. REHFELD,  
Omaha Accessories Manager.

## "Selling Frames"

"A printed circular letter which we are sending to all our accounts explaining the new gilt frames offer, has already netted us the sale of 25 to 30 frames a day."

J. J. HESS.

## Accessories Managers

This is Where You Stood for Week Ending  
February 10th

Based on percentage of accessories quota delivered:

1. Chicago
2. New York
3. Boston
4. St. Louis
5. Des Moines
6. Peoria
7. Sioux Falls
8. Salt Lake
9. Columbus
10. Cleveland
11. Wilkes-Barre
12. Denver
13. Pittsburgh
14. Kansas City
15. Portland, Ore.
16. Washington
17. Seattle
18. Los Angeles
19. Detroit
20. Cincinnati
21. Indianapolis
22. Omaha
23. Albany
24. Philadelphia
25. Buffalo
26. Milwaukee
27. Minneapolis
28. San Francisco
29. New Haven
30. Maine

Those above the line delivered more than their quota—GET ABOVE THE LINE.

## Final Announcement

Decision of the prize winners on Paramount Month for Accessories Managers was decided quite some time ago but held up, waiting for the announcement of the Exchange prizes which appears in this issue.

The Accessories prize winners were: first, J. A. Clark, San Francisco, \$175.00; second, J. J. Curry, Des Moines, \$125.00; third, R. P. Collins Boston \$100.00; fourth, J. G. White, Los Angeles, \$50.00; fifth, F. L. Collins, St. Louis, \$50.00.

Our hearty congratulations go out to these five live gentlemen and their departments and also to the rest of the Accessories Managers thruout the field who made competition real warm.

## Short But Sweet

MR. PEP:

Every Day, In Every Way, Our Accessories Sales Are Getting Better and Better. Over the line for me.

Very truly yours,

H. B. FOX,  
Accessories Manager.  
Denver, Colo.

# In the Foreign Field



## A Paramount Week for Cuba

Arrangements have been completed by the Caribbean Film Company of Havana, for a Paramount Week celebration the week of April 8th, in honor of the fifth anniversary of the company. Advice received by E. E. Shauer, Director of our Foreign Department, indicate that Cuba's first Paramount Week will be a record-breaking celebration for the motion picture industry in the island.

Having just signed contracts for the distribution of our pictures for another year in Cuba, Porto Rico, Hayti and the Dominican Republic, officials of the Caribbean Film Company are making plans for increased distribution during the year. The program for Paramount Week includes some of the biggest of our recent successes, and an extensive advertising and publicity campaign has been launched to insure the success of the celebration.

Reports from A. L. Pratchett, manager of Caribbean Film, tell of the tremendous success scored by "Blood and Sand," since its premier in the Fausto Theatre several weeks ago. The box office receipts from this special have already broken all previous records by a wide margin and all prints are booked solidly for weeks to come. Repeated engagements are being booked by a number of theatres to satisfy the demands of their patrons for another view of the picture.

## Paramount in Japan



Above is a photo of the Minatoza Theatre in Nagoya, Japan. This house, through the good efforts of Messrs. Cochran and McIntyre, has signed up for Paramount in the future, dating from December 31st last.

## A First Run House



The above photo of one of our first run houses in Japan gives an idea to a reader of just how much good effort is put forth in bringing our Paramount trademark before the public in the Orient.

Prominently displayed in five feet lettering at the top of the theatre is the phrase: "First run Paramount pictures in Kansai." This is flanked on both sides by two Paramount trade marks, to say nothing of the numerous displays in various other parts of the lobby.

It is further noted that the displays on the theatre fronts in many instances eclipse those of our first run houses in this country.

There is nothing backward about the exhibitors in the Orient when it comes to telling the world about Paramount pictures.

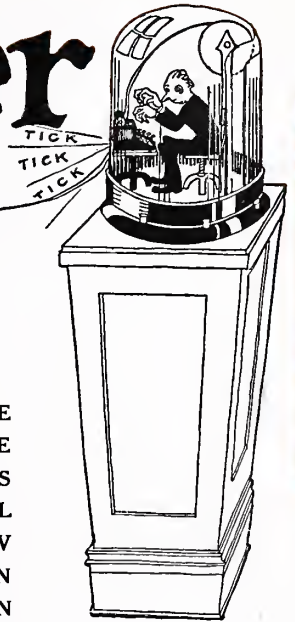
## Unique Idea in Australia

Albert Deane, Publicity Manager of our Australian organization with his offices in Sydney, gives us a little item which should prove of interest to all. He says:

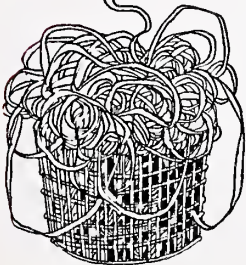
Each week we produce here a local news reel, which runs to about 350 feet, and contains five items of local happenings. One that is released Saturday next, January 6th, happens to be playing in the two leading theatres at the same time that a fleet of French warships is in port, and for the convenience of the officers and men of this fleet, and also as a mark of courtesy, we have printed the subtitles of the Gazette in both French and the English language, both languages appearing on the screen side by side. This, so far as we can learn, is the first time in the history of the motion picture in Australia, that two languages are being screened at the same time in connection with the Gazette.



# Pep's Ticker



S. R. KENT RADIOS HARRY BALLANCE AND SAYS THAT THE SAILING WAS FINE . . . HE ALSO WANTED TO EXPRESS HIS APPRECIATION FOR THE WONDERFUL SEND-OFF HE RECEIVED OUT OF NEW YORK . . . MR. ZUKOR JOINED HIM IN THOSE SENTIMENTS . . . RALPH KOHN AND H. B. FRANKLIN APPOINTED TO THE BOARD OF DIRECTORS . . . CONGRATULATIONS . . . BILL SMITH TAKING A MUCH NEEDED REST UP IN NEW YORK STATE . . . HERE'S WISHIN' BILL A SPEEDY RECOVERY... F... O... B . . . GEORGE MELFORD AND HIS COMPANY LEAVE THIS WEEK FOR COAST. . . AGNES AYRES ARRIVED IN NEW YORK TO START WORK ON "THE EXCITERS" . . . S . . . R . . . G . . . EVERYBODY FIGHTING LA GRIPPE . . . K . . . L . . . O . . . PARAMOUNT BALL AT COM-MODORE TO BE GORGEOUS AFFAIR . . . STARS GALORE AS WELL AS MANY STAGE CELEBRITIES . . . ELI M. OROWITZ, PHILADELPHIA EXPLOITEER, RECUPERATING FROM IN-FECTED LEG . . . TED YOUNG RETURNS FROM ATLANTA . . . IN OUR EXCITEMENT LAST WEEK WE FORGOT TO TELL YOU THRU THE EFFORTS OF HARRY WYLIE AND CHAS. ABRAHAMS A TUG WAS CHARTERED TO GO DOWN THE BAY WITH THE OLYMPIC, BOAT ON WHICH MESSRS. ZUKOR AND KENT SAILED . . . IT WAS A GLORIOUS SEND-OFF . . . EVERY PERSON HELD A HUGE LETTER AND AT A DISTANCE YOU COULD SEE THE PHRASE "GOOD BYE ZUKOR AND KENT" . . . LEATRICE JOY LEAVES FOR COAST.



# *The Exhibitor Without "The Covered Wagon"—*

## **Philadelphia Poaches**

**By E. M. Orowitz**

Sam Friedman, one of our "peppy" salesmen, was ill for two weeks and altho in a convalescing state, hurried off to his territory. When he signed the first exhibitor he interviewed, the following memo accompanied the contract and report. "Am all well now."

A lot of people would like to know when Dorothy Tecoskey is going to get married. We like Dorothy but we believe in preparing for this notable event.

Ask Jewel Barry the difference between essential and Grandmom, and you'll hear a marvelous exhortation on the Lausanne conference.

Next week the personnel of this office will attend, en masse, the party tendered us by Ulric Smith, our Booker, and Mrs. Smith at his home. We know we are going to have a g-r-a-n-d time.

There have been so many "Sheik" repeat sales made by Karl A. Suelke lately that it began to appear mysterious. We know why now. Karl, to a certain extent, resembles Valentino and hangs around the theatre when the exhibitor plays "The Sheik." It's a sort of pseudo-personal appearance, as it were.

We don't know where this chap George Kallman came from but he certainly gets a bucketful of mail, in feminine handwriting from all over the globe. This guy won't be lonesome even if he's assigned to our Exchange in Tzuris, Africa. (Apologies to Mike Vogel, the discover of this heavenly town.)

Louis Lang, familiarly yelled "Lew," has been promoted from the Accessories Department to Assistant Booker. We're not fortune tellers, but we recognize an individual who can climb the ladder and once in a while skips a couple of rungs.

Effingham Eliwichus Sutton, Salesman-extraordinaire, and popular proprietor of the Allentown Tea Room, reports prosperous progress. If you know Sutton you would realize that this report covers more things than film and tea.

## **The Conclusive Answer**

"If I cut a beefsteak in two," asked the teacher, "and then cut the halves in two, what do you get?"

"Quarters," returned the boy.

"Good. And then again?"

"Eighths."

"Correct. Again?"

"Sixteenths."

"Exactly. And what then?"

"Thirty-seconds."

"And once more?"

"Hamburger," cried the boy impatiently.

## **Calgary Makes Merry**

**By E. Alloway**

Here is the Announcement of Announcements: The Pep Club of the Calgary Office gave the first Motion Picture Ball that has ever been given in the North-West, Saturday night, February 3rd.

It was originally intended as a "Pep" Dance, but due to the fact that Mr. Frank H. Marshall, our Branch Manager, was being transferred back to the United States and Mr. Eddie Zorn of Toronto coming in to succeed him, it was also given as a Farewell for Mr. Marshall, and a reception for Mr. Zorn.

The Office Staff presented Mr. Marshall with a very beautiful Silver Service, and when Mr. Wm. Kelly made the presentation, it sure put the boss up in the air. Some bunch, this Pep Club, and some Company. They will talk about the dance for the next five years.

## **Denver Darts**

**By Rick Ricketson**

The ground hog didn't see his shadow this year, but Longmont, Col., saw Harry Antin, which under the conditions, was even a greater surprise. February 1st was ushered in with the worst blizzard of the year and on February 2 and 3, hurricane winds and drifting snow tied up the trains and motor lines out of Denver. Harry Antin, our Colorado Salesman, had Ed Marquand, the Longmont exhibitor, just aching to sign the contract for "Super 39" when he was summoned to Denver. He had intended to return to Mr. Marquand's town the next day, but it looked as if the storm would delay signing the contract on February 2nd. Mr. Antin, however, wasn't easily discouraged. When the motor lines announced there would be no cars that day and the train posted 12 hours late, Mr. Antin brought out his own car, which had been parked in the garage for the winter. Through blinding blizzard, beating winds and snow drifts four and five feet high, he tunneled through to Longmont. It was like news from the outside world in the days of the old stage. The traveling men snow bound at the hotel, gave Harry a reception, the exhibitor was as proud of his guest as Uncle Sam was when Admiral Peary shook the snow from his feet and announced he had reached the North Pole. It was the first visitor Longmont had received since the blizzard started. And incidentally Harry returned a day later with a contract on the "SUPER 39."

E. M. Loy, the latest addition to our Sales Force, has just returned from his maiden trip into the new territory, Zone No. 3 or eastern New Mexico. Mr. Loy has purchased a new Chevrolet and in the future will make the territory in his car.



# Is Like The Circus Without Its Animals

## Des Moines Dashes

By J. E. Kennebeck

A trio of new employees now graces the sanctum of the Des Moines home, in the persons of Grace Rickseen, Stenographer in the Accessories Department; L. V. Clement, Assistant to W. E. Barker, Head Booker; and Thomas Cantwell, Assistant to George Stevenson, Shipping Manager. Famous Players-Lasky, *en masse*, welcomes them.

Upon instructions from the Home Office, Ernest Frace has resumed management of the Accessories Shipping Department under Jack Curry. With this team, exhibitors can rely upon 100 per cent service plus.

The Des Moines Exchange clan sympathizes with A. W. Nicolls, Manager, in the recent death of his mother in Sioux City.

## Atlanta Arcs

By O. A. Kantner

Mr. Scott Chestnutt made fifteen towns in ten days, including a number of Florida points, and sold each town the Lucky "39" and not a sale was made under the quota. He also secured Paramount Week for next September from each account.

Mr. S. A. Castellaw, Travelling Auditor, and Mr. Brashier, Auditor from New York, are visiting our Exchange this week.

The latest addition to our sales force is Mr. E. Dawson, who will handle Zone 6, he having been transferred from the Indianapolis Exchange. Judging from the results so far, we believe that Mr. Dawson will be a great asset to this Exchange.

## Chicago Gutturals

By Bill Danziger

Milwaukee needed a Manager. So the come-hither signal has been flashed to Neal Agnew. We're betting a goo-goo against a gang of hootannies that Neal will make good. Atta boy, Neal!

Jack Hellman, New Exploiteer assigned to Minnie, stopped at the Local Exchange for a few days of contact with the laddies. Oughta hear his ideas on "Adam's Rib." He sez he'll put 'em over, too.

Finding the gate is the new sport in our new home. The railings subdividing the various departments are vurra handsome, but finding the sections which open is another thing. Just walk down yards and yards of fence and keep shoving. Eventually, some portion is non-resisting and you go sprawling through. Wotta life!

## A Cluett-Peabody Model



Mike Landow

Among the photos taken in the days of yore, our Philadelphia correspondent, E. M. Orowitz, sends in the prize one to date.

The gentleman at the left, whom the Cluett-Peabody Company somehow overlooked, is none other than our Beau Brummell of Vine Street, Philadelphia, Mike Landow by name.

At the time this picture was taken, Mike was first violinist and leader of the Phoenixville Orchestra, Pa., and we hear from several war veterans that he shoved a wicked bow.

The collar worn by the gentleman is a pre-release J—schedule with plenty of room to make a list of the entire 39 productions.

Had it not been for Landow's success as a salesman in the Philadelphia Office, he would have probably been identified today with either Sears-Robuck in the—"Would-you-wear-this-suit" department or Arrow collars.

## Salt Lake Sayings

By A. K. Shepard

Our Exploiteer, Mr. Kenneth O. Renaud, is exploiting "KNIGHTHOOD" in Pocatello, Idaho, and after his visit there he will spend a few days in Blackfoot, Idaho. From weather reports, we believe he would be just as successful exploiting "Captain Cook's Gumdrops."

Miss Ellen Underwood and Miss Eva Dansie were compelled to stay at home a few days on account of vaccination. We are all very glad to have them back with us again.

Mr. Samuels, of Zones One and Two, and Mr. Gulbranson of Zone Four, are now in the office for a few days analyzing their possibilities for their respective zones. Within the next sixty days we expect their accounts to be booked 100%.

## ACCESSORIES DEPARTMENT

We are fortunate in getting Helene Sturzer for Stenographer in our Accessories Department. Miss Sturzer was formerly File Clerk in this office but has now taken the place of Madge Mitchel.

Paper on "THE COVERED WAGON" a knock-out.



## James Cruze Finds the Girl

James Cruze has found the very girl he wants to play the leading rôle in his big all-star production, "Hollywood," which he started at our West Coast Studio Monday, February 12. The director declines to announce the young woman's name as yet and will not divulge anything concerning her beyond the fact that she is strikingly beautiful and never has appeared in pictures before.

For days Cruze prosecuted his search for the exact type he wanted in the department stores of Los Angeles. The telephone at the studio casting office as well as the one at Mr. Cruze's residence, rang almost constantly with applications from girls who hoped to get this great opportunity for fame and fortune. The director made screen tests of a number of the applicants and interviewed hundreds of girls, and there is intense interest throughout the film capital in the announcement of his choice, which is expected in a few days.

Walter Woods has written the scenario from Frank Condon's novelette, "Hollywood and the Only Girl," and will be the production editor. The story carries with it no propaganda, no expose of the secrets of picture-making. It is not a moving picture tour of Hollywood, but on the other hand is a real, fast-moving story, a human love romance of a girl who wants to get into the movies—and doesn't succeed.

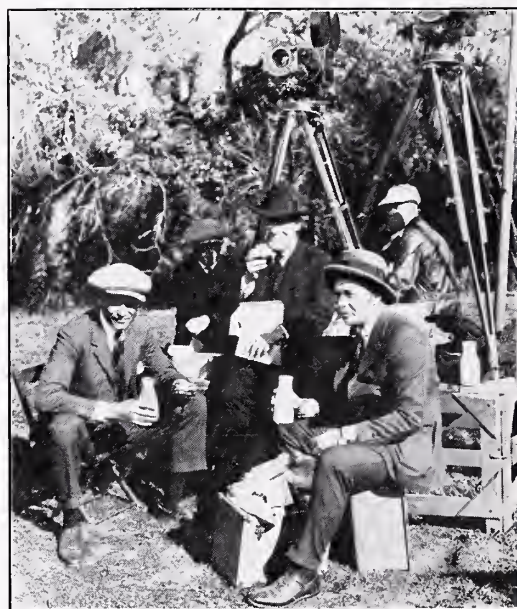
The heroine is the counterpart of a million American girls, with a consuming ambition to act in moving pictures. Like so many others, she thinks her beauty will prove to be the open sesame, but oddly enough, even her old-fashioned father, her maiden aunts, her sweetheart and finally her own twin children "beat her to it." And running through the plot are melodrama, love, mystery and humor, all in abundance.

As for the cast, we promise that it will include the greatest constellation of screen luminaries ever seen together in one picture. Pola Negri, Gloria Swanson, Jack Holt, May McAvoy, Agnes Ayres, Jacqueline Logan, Conrad Nagel, Walter Hiers, Theodore Roberts, Charles Ogle, Theodore Kosloff and Lois Wilson are among those who will appear.

### Ayres Arrives

Agnes Ayres arrived in New York this week from the Coast to take a leading rôle with Antonio Moreno in "The Exciters," which will be started next week at our Long Island Studio under the direction of Richard Ordynski. John Colton, author of "Rain," is adapting the stage play to the screen.

### Bring on the Eats



After working all morning under a Hollywood sun, it is not any wonder that lunch is heartily welcomed by Director Victor Flemming and his company on location, while making "The Law of the Lawless," starring Dorothy Dalton.

They are from left to right: Director Victor Flemming, Harry Carr of Brewster Publications, and Theodore Kosloff.



## Thomas Meighan and Company Return from Panama

**Are Nine Days on the Water on Returning and  
All Are Browned Up**

After an eventful six weeks in Panama, Tom Meighan, star, and Al Green, Director, with their company arrived in New York last week after taking exterior scenes for Rex Beach's "THE NE'ER-DO-WELL." In a previous issue of PEP it was stated that a marvelous reception was given the members of the company by the President of the Republic of Panama, Señor Parroz.

One of the most eventful feats of photography was accomplished when the company took photographs of the Panama Canal from the air. Arthur Cozine, Location Manager, and Bill Miller, Cameraman, went up in two Martin Bombers to get these difficult shots. In all, seven De Haviland planes and Martin Bombers were used to get these photographs, all through the courtesy of General Sturges, commanding the Canal Zone.

The boys were assisted by Major Walsh, Captain Quinn and Lieutenant Moon. Members of the company say that this was the first time the Panama Canal has ever been photographed from the air for the purpose of any film company on location.

The company rested two days in New York prior to starting the interior scenes, so that they could get their land legs again.

In commenting on the trip and location, Director Al Green said: "I have never before seen such courteous treatment as was given to members of the company by the officials of the Republic of Panama. Every facility was most generously extended to every member of my staff and even the fire department in Panama City turned out to make a scene for us.

"Every one, including myself," continued Mr. Green, "are much the better for the trip and all pepped up to finish the interior which we will begin immediately."

Those who made the trip to Panama were: Mr. and Mrs. Meighan, Director Al Green and Mrs. Green, Lila Lee and her father and mother, Gertrude Astor, Sid Smith, John Miltern, Laurence Wheat, Jules Cowles, George O'Brien, Ernest Hallor, William Miller, E. Pfizmier, Don O'Brien, Herman Doering, Ed Ellis, George Chennell and George Hinners.

## Nothing to Do 'Till Tomorrow

Mr. PEP breezed into the office of Bill Cohill, Casting Director at our Long Island Studio, the other day, planted himself in a chair in the corner and watched this lively individual "pick 'em out" for the various productions in big scenes.

Bill has a faculty for knowing whether he needs a person or not, as an extra, the minute they come in the door—probably gets this from his long and thorough experience in the amusement world where he has had considerable to do with casting for both legitimate and screen productions.

## From One Extreme to the Other



After driving one hundred and four miles an hour for "Racing Hearts," Agnes Ayres went from one extreme to the other and drove the big steam roller that was used to asphalt the streets inside of our West Coast Studio.

Miss Ayres says she got just as big a thrill driving this huge block of mechanics as she did her big speedy racer in "Racing Hearts."

## Long Island Chatter

**By Wingart**

An old-fashioned fur auction such as were held in Canada scores of years ago, and which is a part of the fur trading program today in many out-of-the-way posts, will be one of the features of "The Snow Bride," Alice Brady's latest picture. The difference between a fur auction and any other kind of an auction is the presence of a lighted candle in the hands of the auctioneer. In this lighted candle pins are stuck a half inch apart and a bid made for a lot of beaver or muskrat holds good until the next pin is reached. This assures an increase of bidding because the furs are not disposed of until the last pin is reached.

Margaret Morgan, whose picture career has included but two pictures, "Disraeli," with George Arliss and "The Fighter," with Conway Tearle, makes her debut in Paramount pictures with Alice Brady in "The Snow Bride." Miss Morgan is a New York girl and was educated here and in Switzerland.

Louis A. Sarecky has gone to Florida as advance representative to prepare the way for two companies that will make exteriors near the beaches of Miami and Palm Beach. Irvin Willat took a company of players south this week to make scenes for "Fog Bound," which will be Dorothy Dalton's latest picture, and later George Melford will send a small unit for scenes for "You Can't Fool Your Wife." Most of the exterior scenes for this picture, however, will be made in California and the company, including Leatrice Joy, Nita Naldi, Pauline Garon, Julia Swayne Gordon, Lewis Stone and John Daly Murphy, will leave February 19 for the Coast.

## Shirk's Studio Gossip

By A. H. Shirk

Thomas J. Geraghty has completed the adaptation of "Hollywood," Frank Condon's highly diverting and original story, which will be made by James Cruze. It promises to be one of the most entertaining pictures ever produced and will have pretty nearly everybody in the Paramount organization in the cast.

There will be at least eight beautiful women in "Bluebeard's Eighth Wife," which Sam Wood will make with Gloria Swanson as star. She, of course, will be one of the eight and the other seven will be varying types of feminine pulchritude. It will be one of the real novelties of the year from all accounts. Sada Cowan made the adaptation, from Charlton Andrews' version of Alfred Savoir's play.

Wesley Ruggles, who directed "Mr. Billings Spends His Dime," the first Walter Hiers starring vehicle, will be a permanent addition to the staff of Paramount directors, according to announcement by Mr. Lasky. His next picture has not yet been assigned. Mr. Ruggles is a native of Los Angeles and after schooldays took up a stage career. He has worked in various phases of theatrical representation and then entered the automobile business. The slump some years ago in that line "broke" him and he went back on the stage. Then he got into pictures via comedies, later becoming a prop man, a film cutter and an assistant director. Since then he has directed numerous productions himself and after two and a half years' service in the U. S. Army, returned to picture work as a director. He has shown remarkable ability as well as artistry and is now recognized as one of the leaders of his profession.

Never has a picture been awaited with keener interest than "The Covered Wagon." Everywhere, thanks to publicity and the fact which has been made very generally known that it is the most ambitious undertaking that has been recorded in many years for the screen, people are talking about it and wondering just how soon it will be released. And no one will be disappointed. The epic quality of the theme has been adequately carried out in the production. It will be a tremendous, vital, appealing drama, linking the past with the present because of the fact that the characters are so real and human that no one will fail to be convinced of their realism. The spectator will live their lives as ardently as if the events had occurred yesterday instead of in the time of the pioneers. Moreover, the places that are depicted in the story of the migration are familiar to all who now travel across the continent along the lines of the old Oregon trail. It is an historical record that can never be regarded with anything but genuine admiration for the hardihood of these adventurers who blazed the trail for our present western civilization. James Cruze did a masterful job; the cast is fine, the work of Jack Cunningham, adaptor of the Emerson Hough story, and of Walter Woods, who acted as Production Editor, is admirable, and throughout it is a picture in a million.

"Do you know," said the successful merchant pompously, "that I began life as a barefoot boy?"

"Well," said the clerk, "I wasn't born with shoes on either."—*Awgwan.*

### Completes "Snow Bride"

In keeping with the general chilly atmosphere of her latest picture, "The Snow Bride," Alice Brady completed the production at Manhasset, L. I., Thursday, February 15, the coldest day of the winter for New York. Miss Brady and Maurice B. "Lefty" Flynn, her leading man, worked all day in the cold, filming the final scenes under the direction of Henry Kolker. Both declared the weather mild, however, after their experience on Lake Temiskeming, 300 miles northwest of Montreal, where the thermometer registered thirty degrees below zero all the time the company was there making exteriors for the picture.

"The Snow Bride," is a Canadian Northwest story by Sonya Levien and Julie Herne, but without a mounted policeman in it. It is a story of the fur trading of the north and the love of a fur buyer's daughter for a young and intrepid sheriff. It affords Miss Brady an excellent opportunity for a new screen character widely different from her "Anna" in "Anna Ascends," and "Tiare" in "The Leopardess."

One of the thrills in this picture is a mountain snow slide, actually photographed, which buries a portion of the little Canadian village where most of the action of the story takes place.

Miss Brady was surrounded with an excellent cast for this type of story, including "Lefty" Flynn, Mario Majeroni, Nick Thompson, Jack Baston, Stephen Gratton, W. M. Cavanaugh, and Margaret Morgan. George Webber photographed the picture and Al Hall acted as Mr. Kolker's assistant.

### At the Silk Show

Leatrice Joy and Nita Naldi were featured at the International Silk Show this week at the Grand Central Palace. Miss Joy appeared Friday night in the Chinese costume she wore in "Java Head," George Melford's picture, which is being shown on Broadway now. With the Russian Symphony orchestra playing an oriental tune Miss Joy was carried on a Chinese dais down the grand stairway to the magnificent Corticelli silk booth. She was given a great ovation by the throng of visitors at the Silk Show.

On Tuesday night Miss Naldi, wearing a rich red gown of brocaded silk, completely took the show by storm, when she walked down the grand stairway, while the orchestra played "The Sheik."



## Where Do You Get That Stuff?



Walter Hiers wanted to get his check in a hurry recently at the West Coast and with a broad grin entered the middle of the line, but Roy Diem, Wardrobe Manager, left; and Frank Condon, Scenario Department, right; made him go to the end of the line.

Now Walter gets in line bright and early but he says the only difference between this line and the mess line in the army, is that there are no seconds in this line.

## Find It—Says Director—and Property Man Does

Motion picture directors want what they want when they want it. This cardinal principle of motion picture making caused Rudolph Byleck, George Melford's technical director, no end of trouble recently and brought to light an interesting story about New York's only free-lance Italian renaissance bed.

A boudoir setting done in Italian renaissance had been erected for one of the scenes in "You Can't Fool Your Wife," Waldemar Young's original story which is being produced by Melford at our Long Island Studio with Leatrice Joy, Nita Naldi, Pauline Garon and Lewis Stone in the leading rôles. Everything was complete in it but a bed of the proper type. For a week the studio property men searched in New York furniture stores and antique shops for an Italian renaissance bed but none could be found. Finally, only three hours before the time to shoot the scene, Byleck came across a half-completed bed in the basement of the shop of an Italian cabinet maker on the lower east side. This bed had been ordered by a rich New York woman, but before it had been completed the Italian workman became ill and turned over the job to a Spaniard, who put in some Spanish curves and added four perfectly good Spanish bed posts. Naturally the rich woman would have nothing but a pure Italian renaissance bed. Therefore, the order was cancelled and work on the bed stopped. Then Byleck came along and by having five workmen put on the job, had the bed completed in time for its motion picture debut at our studio.

Attention to detail is one of the amazing features of motion picture making these days.

## De Mille Returns to Los Angeles

Cecil B. De Mille, who has been on a vacation yachting trip, returned to Los Angeles last Sunday by rail from Guaymas, Mexico, unsuccessful in his investigation of the mysterious and primitive inhabitants of Tiburon Island.

After what seemed to be a calm trip, Mr. De Mille's yacht, the "Seaward," ran into a seventy-mile gale in the Gulf and after thirty-six hours' battle with the huge waves he was forced to abandon the trip.

Nevertheless, Mr. De Mille learned from Mexicans that the story of cannibals on this island was more or less fiction, but the fact that the island is so inaccessible has led to many strange tales about its inhabitants.

Mr. De Mille, however, does not intend to give up this trip and plans another attempt next summer.

*The Q and A*

## "Fog Bound" Started

The first scenes for Dorothy Dalton's latest picture, "Fog Bound," were filmed near Palm Beach, Florida, on Lincoln's Birthday, February 12. The company, which included David Powell, Maurice Costello, Martha Mansfield, William David, Warren Cook, and Jack Richardson, left last week for the south where all the exterior scenes for the picture will be made. In addition to scenes at Palm Beach several will be filmed in the everglades of Florida.

Irvin V. Willat is directing Miss Dalton in "Fog Bound," and his assistant is Otto Brower. Henry Cronjager, who photographed "Back Home and Broke" with Thomas Meighan, is the cameraman for this production. "Fog Bound" was adapted by Paul Dickey from a short story by Jack Bechdolt.

After two weeks in Florida the company will return to our Long Island Studio for the completion of the picture.

## Busy Boys

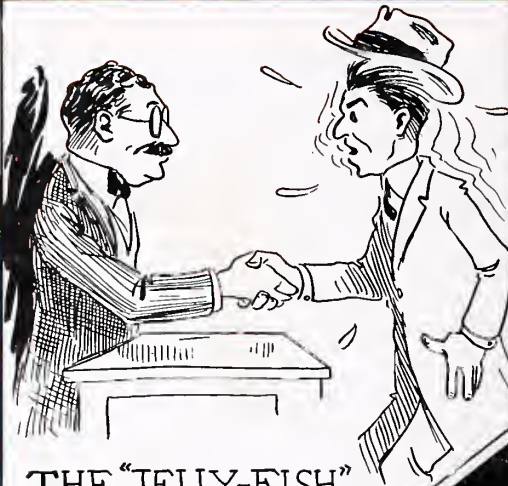
Assistant Director "Cy" Clegg, Bert Glennon and the rest of Melford's staff are busy boys these days working on the sets of "You Can't Fool Your Wife."

On Mr. PEP'S last visit to the studio, a huge, elaborate set for this production occupied the center of the upper stage and was enveloped in what seemed to be thousands of lights for the musical scene taking place in the elaborate home of Leatrice Joy and Lew Stone, as the story goes.

## "Salomy Jane" Adaptation Begins

Waldemar Young has begun the adaptation of "Salomy Jane" from Paul Armstrong's play based on Bret Hart's story, which will be George Melford's next production following "You Can't Fool Your Wife," now in production at our West Coast Studio.

*PEP*



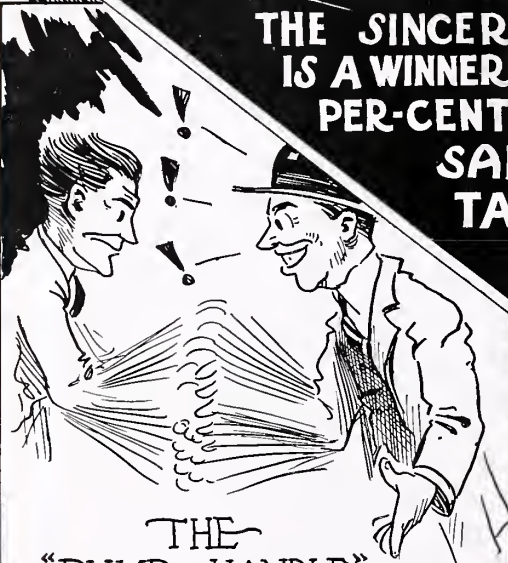
THE "JELLY-FISH"  
GRIP — WHICH  
SUGGESTS  
THE  
WEAKLING



THE  
"BONE-CRUSHING"  
GRIP — THAT LOSES  
A SALE BEFORE YOU  
START YOUR  
SALES  
TALK



THE SINCERE HAND-SHAKE  
IS A WINNER! — IT'S FIFTY  
PER-CENT OF YOUR  
SALES  
TALK



THE  
"PUMP-HANDLE"  
HAND-SHAKE OF THE "GUSHER",  
MEANS — **NOTHING!**



THE "COLD" HAND —  
SHAKE, — IT SHOWS  
LITTLE-OR-NO INTEREST  
AND INSPIRES THE  
SAME AMOUNT.





*The*  
*Paramounteers'*  
*Punchy*  
*Periodical*

# Good Inspection a Vital Point To Service

**Earl J. Dennison, Expert on Film Inspection, to Make Tour of Exchanges on Special Motion Picture Propaganda**

Earl J. Dennison, expert on film inspection, will start on a tour of our Exchanges bearing with him a specially made motion picture, as well as illustrated pamphlets, on a mission of education in the proper method of handling film.

The film which was directed by Jerome Beatty, photographed by Donald Biddle Keyes, with Dennison as technical director, will show the right and wrong ways of handling film in Exchange inspection rooms. It will illustrate the wrong methods in vogue and how they may be corrected—emphasizing the necessity for cleanliness of the room, table, gloves, hands, etc., of those who work on the films. It will also depict the proper way to cut, scrape and splice film. Dennison is responsible for the assertion that 75% of the damage is the result of bad splicing. Most of the splicing is for the cutting out of damaged sprocket holes and if the work is properly done it will eliminate the possibility of the film going to theatres in bad shape and the prints will stand the usage to which they are subjected.

Dennison will also give a talk at each exchange and thus the points will be driven home orally, verbally and visually.

It will also be arranged that each exchange inspector shall be equipped with a standard set of tools for his purposes. Laboratory methods, so far as conditions permit, will be established at the Exchanges.

Dennison has had two years' experience in both the eastern and western laboratories and states that the latest development has been the adoption of a standard form of splice which will be used by all exchanges as well as laboratories. His work has fitted him especially for this mission, which should be productive of good results and do away with faulty splicing, which accounts for jumps, breaks and damage during projection.

On the opposite page are eight illustrations and the same number of vital points necessary for the proper inspection of film.

"Too little stress in the past has been laid on the importance of the best in prints, which can only come from the best in inspection," said Mr. S. R. Kent, commenting on Dennison's tour of the Inspection Department.

"We have prided ourselves," continued Mr. Kent, "on the service end of our business and there is no doubt in my mind but what Mr. Dennison's visits to the exchange Inspection Departments will prove of vital importance to our exhibitors thruout the country."

A film in poor physical condition, as the result of careless inspection, reverts back to something besides that—it oftentimes means that we must make good to the exhibitor on the contract basis on which the picture was bought, all because the film left the exchange in poor condition.

The picture public who are being entertained in the theatre, naturally do not want to be burdened with breaks and other discrepancies that bring critical disfavor on the part of the production as a whole, and our trademark; so it should loom up in our minds the tremendous importance of not half-way inspection, but one hundred per cent puncture proof results with our film, no matter what the picture.

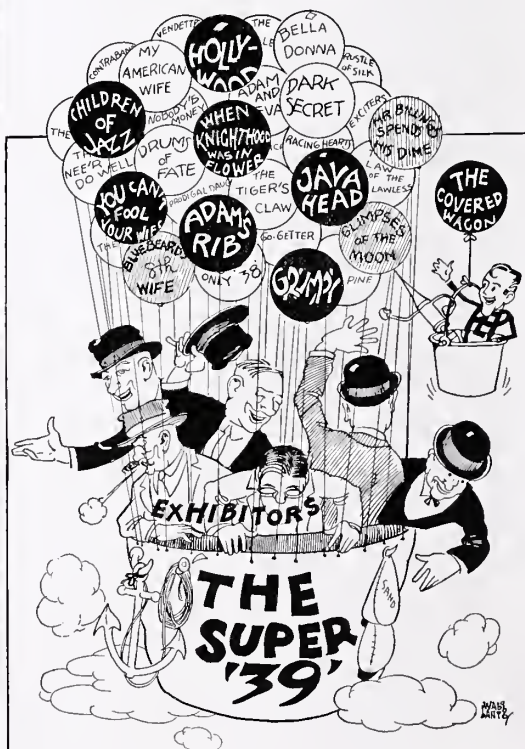
Miss Margaret Bailey, expert splicer in the daily assembling room of our West Coast Laboratory, posed for the motion picture which

(Continued on Page 5, Second Col.)

## MR. PEP SAYS:

**HAND out the bouquets to your able rivals. Praise their deeds. Show pride that they are compeers. Do not linger in the atmosphere of hate.**

## Flying High



There are few these days who will take a chance of going up in a balloon, but we can easily see why all these birds are smiling.

They just naturally are being taken in the air with a safe outfit and with this ship guided by PEP, they will sail far above the clouds of trouble.





1. Clean hands are essential.

2. Wear only clean white cotton gloves.

3. Use only good reels.

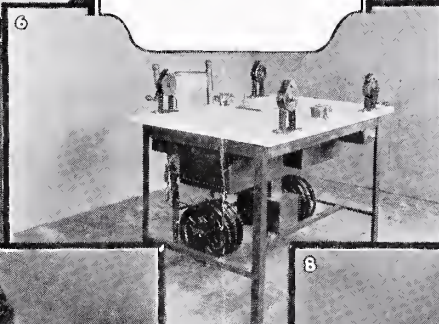
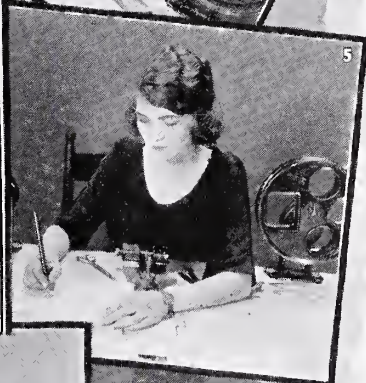
4. Accurate records are important.

5. Keep film in film cabinets.

6. Cleanliness in the inspection room protects film.

7. Good work requires careful inspection.

8. Proper way of holding the film.





# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 FEBRUARY 21, 1923 No. 33

## Auto Suggestion

Coue has come—Conquered—and Gone.

Unlike most visitors of note to our shores, this man not only received a volume of publicity but left a healthy trail behind him.

Many have criticized this unassuming and modest man but just the same they have in many instances taken full advantage of his ideas about personal health. The fact is there, however, that Coue has the right idea—he BELIEVED in his own powers as a conqueror and further demonstrated this to amazing and powerful degrees before our very eyes—he also failed in many instances to "put it over," as the unbelievers put it.

However, we are not "fer or agin'" him as far as PEP is concerned BUT we are for the idea of immediate application of his health ideas to BUSINESS. Many large concerns today have taken—applied—and benefited by AUTO SUGGESTION as applied to their particular business principles—it is simply the only thing to do no matter who or what position you occupy. For it is the application of your own conquering powers to your every day work that makes you a success.

Can you do it?

Certainly you can and will become a conqueror this very day WHEN (not IF) you apply your sincerity in honest and determined efforts and give the conquering side of your person a real chance to do its work.

As a manager—booker—salesman—exploiteer or anything in the Famous Players Paramount family, it is your duty to work out this better principle for the good of your own very self as well as our company. Then apply it in a way that will bring real enjoyment to your heart resting in the fact that You Believe and will apply yourself to CONQUER.

CONQUER AND BEHOLD YE SHALL NEVER BE CONQUERED.

## A New Slogan

ORDER ADVERTISING TODAY IF  
YOU WANT YOUR PICTURES TO  
PAY.

JOE F. GRIFFIN,  
Accessories Mgr.

## A Philadelphia Secretary



Maybelle Bond

We take great pleasure indeed in presenting Miss Maybelle Bond. This attractive Philadelphia Miss holds the distinction of being private secretary to Mr. W. E. Smith, District Manager.

Miss Bond is one of the enthusiastic supporters of our office in social affairs as well as business.

We hope in the near future to introduce some more Philadelphia lassies when Eli M. Orowitz, our correspondent, returns to good health after a two weeks lay-in, with an infected leg.

## Economy Month Abroad

The economy month idea, which gained such strong foothold in the Home Office and the United States, has taken firm root in Australia. Managing Director John W. Hicks, Jr., of Sydney designated the month of February as economy month for the Australasian organization, and word received by E. E. Shauer, Director of our Foreign Department, indicates that "Aussie" has given her best in making the campaign a success.

In his message to branch managers, Mr. Hicks promised important developments for the remainder of the year as an outgrowth of the success of economy drive. In part he said:

"We have so many big things and big plans arranged for this year that in order to cope with them it is necessary for us to economize and prepare for what is coming.

## "The Monkey Glands"

I keepa da monk and I play da org,

And I make da plenty of mon.

Da monk do da dance and passa da cup,

And maka da keeds da fun.

Withouta da monk, I maka no biz,

And panic will come instead.

Oho, what will become of Italian boy,

When all of da monks ees dead?

Eet maka me sick by da heart to know

They cuta da monks for glands,

And they will be after my monk, too,

Dees ees a helova land.

Oh, why not they carve up da hippopot,

That mountains of fleshes and bone,

Da lion, da snake or da elephant,

And leava da monk alone?

Da times will not be what they used to is,

Withouta da monk and cup,

Oh, why not they carve up da poodle dog

Or some other rich man's pup?

My heart she ees very sad today

No song by da night I sung,

Oh, why should they keela my leetle friend

To maka da old man young?

IRENE LEAKE,

Ledger Clerk, Cincinnati Exchange.



# First Deserve, Then Desire

## Doings at Detroit

By Pat Livingston

Mr. John D. Howard, better known as "Jack" Howard, is now in charge of exploitation at this office. Welcome, Jack.

Three new ladies for the Detroit Exchange. Misses M. Creedon and M. Francis as assistants to Mr. H. A. Ross and Miss Dewar in the Contract Department. "Every day in every way, etc."

Andy was selling an exhibitor some advertising when said exhibitor chanced to notice that the slide on "Outcast" showed Elsie Ferguson smoking a cigarette. He didn't like the "fag." Don Rose, assistant to Andy, casually remarked that she'd probably throw it away when she had smoked it. That settled that. Next.

One of the bookers was slipping an earful of chatter to his lady friend on the phone yesterday. The office was quiet but he couldn't hear the lady's voice and after several attempts called back to the telephone operator:

"Can I get a better line?"

"Taint possible," came the answer.

Wonder why they all laughed.

The girls of the Accounting Department discovered a nearby roof ablaze one cold morning last week. Result—no work for twenty minutes and a good fire enjoyed by all present.

Lacy Johnson was in town last week. Glad to see you, Lacy, for that means new quarters for us very soon and we always did like to move. 'Member when you were a kid and you packed the dishes in the barrel, and beat the carpets, and carried the pictures to the new place, and met all the new kids 'n everything. 'Member?

## A Good Detective



A good detective these days doesn't waste much time in getting on the right trail.

He surely has found it this time and he will arrest success if he keeps on this trail.

## Philadelphia Johnny



John Harris

Introducing John Harris, Supervisor of the Inspection Department, at our Philadelphia office.

They tell us that he is the complaint eliminator and is the recipient of profuse thanks from exhibitors whose prints are now in perfect condition.

More power to you, Johnny!

## Montreal Mutterings

By R. E. R.

Professor—"Give a famous saying that a well-known general said on his retreat from the battlefield."

Sofa Serpent—"You chase me now."

"Whew! Do you call that coffee? It looks like mud."

"Why shouldn't it? Only this morning it was ground."

Slim Jim says: Don't lose your temper, as nobody else wants it.

It is the fear-not, the worry-not and the fret-not man who wins.

A man whose only motive for action is his wages, does a bad piece of work.

Branch Manager Ed English is away for a few days, this time to the Maritime Provinces.

Keep your eyes open for a few scenes of our Hockey Match in the Pathe Weekly. Details in another issue.

## Good Inspection

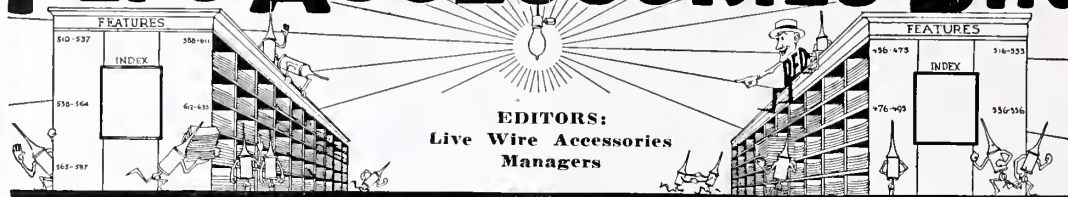
(Continued from Page 2)

Dennison is taking with him and illustrating the right and wrong methods of handling film, eight illustrations of which are on the opposite page.

Look this over carefully and if need be tack it up on the Inspection Department wall.

It means another rung in our ladder of perfect service.

# PEP'S ACCESSORIES BIN





# The X-Ray on Accessories

By J. J. Hess—Chicago Accessories Mgr.

When Roentgen discovered the X-Ray, the surgical world accepted it as an aid of uncalculable value to determine the condition of broken bones. They did not perceive for it any further value. Today it is used in cancer cure and all forms of diagnoses.

The history of all new developments in science and business has been the same. Their greater value has never been immediately recognized.

In the early days of the motion picture industry, a canvas streamer painted with red letters graced the outside of every store-front theater. It had one object: TO INFORM THE PUBLIC WHAT THE THEATER WAS PLAYING.

It had no artistic merit, nor did it attempt to "sell" the picture to the passerby. It said: "Here is what we have," and the show stood or fell by its title, or the whim of the public. It was a forerunner of the poster.

The lithograph poster followed with the added power of "attraction," which quality the photograph also possesses. The colors and scenes attract the attention, and interest the passer in the "big moments" of the picture, but they suffer certain limitations, and those limitations are THAT THEY ONLY REACH THOSE PASSING THE THEATER. The lobby display is an essential part of the theater's advertising program, but accessory items that reach the public on the *street*, in their *stores*, and in their *homes*, is the advertising that REACHES OUT AND BRINGS THEM INTO THE THEATER. The lobby is a "business getter," but outside advertising, and the mailing list, are "business bringers." The theater that uses a lobby only is like a one-armed fighter.

People thought that X-Ray had one use; they found its value could not be gauged. In the same way, accessories once meant "just a lobby;" their value to the exhibitor is now found to be tremendous. The exhibitor that depends entirely on his lobby, concerned only with the "pick-up" audience, is ten years behind in the science of motion picture advertising. The salesman that permits him to be a back number has not been able to keep pace with the speedy development of the industry he represents.

The X-Ray has been found to have more than one use, AND SO HAVE ACCESSORIES.

Explain to the exhibitor that every star has a following. The question is how to get a sufficient number of them in. He can't expect every Meighan fan to pass his lobby the day he has a Meighan picture. He must "reach out" through mailed heralds, upon his billboards, and by inserts in stores, and SELL the picture, the trademark Paramount, and the cast.

The "same order" of accessories is losing more money for the exhibitor than all the weak pictures made, because they lose money for him consistently, for profits not made is money lost.

The ordering of accessories, to benefit the exhibitor, must be made with the picture considered as a unit, its price, and its possibilities in view. It is not a mere routine, but the planning of a distinct advertising campaign, and the items used must be constantly varied.

And—Listen—you fellows that just think accessories "necessary", and find it difficult to sell them after the contract is signed—when you have a tough one that "cannot be sold" just try this:

**SELL HIM ACCESSORIES FIRST!**

Sell him on the pictures he is playing NOW. Give him an idea about fan foto nights. The next visit you make to "try again," you will find that the extra profits have softened him, and he "is not so tough."

## Accessories Managers

This is Where You Stood For Week Ending  
February 17th

(Based on percentage of accessories quota delivered.)

1. ST. LOUIS
2. BOSTON
3. WASHINGTON
4. DENVER
5. SALT LAKE
6. INDIANAPOLIS
7. PITTSBURGH
8. CLEVELAND
9. COLUMBUS
10. WILKES-BARRE
11. ATLANTA

12. Kansas City
13. Chicago
14. Des Moines
15. New York
16. Portland, Ore.
17. Buffalo
18. Detroit
19. Peoria
20. Los Angeles
21. New Haven
22. New Orleans
23. Omaha
24. Albany
25. Sioux Falls
26. Minneapolis
27. Cincinnati
28. Charlotte
29. Oklahoma City
30. Philadelphia
31. Milwaukee
32. Maine
33. San Francisco
34. Dallas
35. Seattle

**C'MON, BOYS—GET OVER THE LINE.**

# In the Foreign Field



## Sun Never Sets on Paramount

That the sun never sets on the Paramount trade mark is illustrated by the fact that our British office has been conducting for some time an aggressive newspaper campaign intended to sell the public on the value of using our trade mark as a guide in selecting their motion picture entertainment. Approximately one hundred newspapers are being used in this campaign, which has been so successful that it will be continued with even greater energy during the coming year.

In a letter to E. E. Shauer, John Cecil Graham, General Foreign Representative and in charge of our British companies, gives some details of this campaign, as follows:

"We are forced here to establish our national advertising campaign through the medium of about one hundred newspapers, which are grouped by us under 'A,' 'B,' and 'C' cities and towns respectively. This is the only way in which we can reach the general mass of the people in this country as there are no established magazine mediums such as the *Saturday Evening Post*, which are read alike by all classes of people.

"As explained to you personally we are hooking up the individual pictures direct with our trade mark, and with the local theatre in order to keep the public attention focused on three points:

"The Paramount trade mark.

"The particular Paramount Picture, which is advertised.

"The particular theatre in which same is being shown

"In the case of the 'C' group, which represents small newspapers in smaller towns, we follow the policy of grouping from four to six pictures in one advertisement."

## Friendship

**True friendship is a gift of wondrous worth;  
With gold 'tis often sought but never found,  
Ambition, power and greed that stalk the earth,  
Can ne'er give rise to bonds of friendship sound.**

**A friend is one who gives for no return,  
Who loves the more, in suffering, pain or woe;  
Encourages and helps in trial to learn  
The road to duty often shunned by foe.  
Oh! happy then is he in times of strife,  
Who has a friend to comfort and give aid;  
Who knows he does not fight alone this life,  
And that from one his memory will not fade.  
Then let him say ere he has reached the end,  
"I thank Thee, dearest Lord, for one true friend."**

**BEATRICE MERCEDES HORNSBY.**

This beautiful poem was written by the daughter of Mr. O. A. Hornsby, the President of the Caribbean Film Company of Havana, our distributors in Cuba. Miss Hornsby is a student in a fashionable girls' school in Washington.

## An Australian Tie-Up



Sydney, Australia believes in window tie-ups as well as our own song shops in this country.

Above is a photo of Pauline's Song Shop in Sydney, Australia, with a window tie-up on "You Gave Me Your Heart," which is a feature song tying up Valentino in "Blood and Sand."

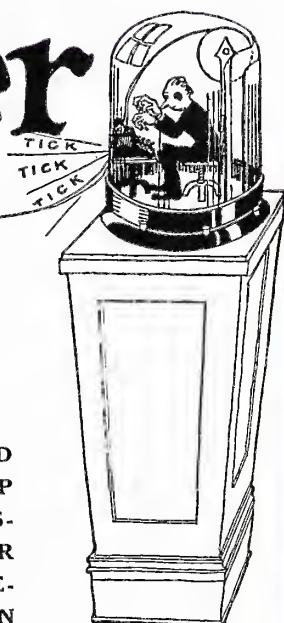
Mrs. Pauline Deane is the proprietress of this attractive store, and she is none other than the mother of our genial Albert Deane, the globe-trotter and Publicity Manager of our Australasian offices.

## Australia Celebrates

Australia and New Zealand celebrated the fiftieth birthday anniversary of our president by breaking all previous records for January business, according to advices received by E. E. Shauer, Director of our Foreign Department. An intensive sales, advertising, and publicity campaign conducted during the entire month brought home to the citizens of Australasia the tremendous contribution made to the upliftment of the world's entertainment by Mr. Zukor's genius and leadership. On January 10th, Mr. Zukor's natal day, special slides paying tribute to Mr. Zukor were screened in every theatre showing Paramount Pictures.

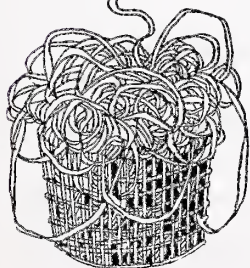


# Pep's Ticker



MESSRS. ZUKOR AND KENT LANDED SAFELY—THEY HAD A GLORIOUS TRIP AND BOTH ARE FEELING FINE . . . WESLEY RUGGLES SIGNED BY MR. LASKY FOR LONG TERM . . . ALBERT SHELBY LEVINO, THE REGULAR FELLOW, ARRIVES IN THE EAST . . . WE'LL HEAR MORE OF HIM LATER . . . S . . . F . . . C . . . LEON J. BAMBERGER GONE TO MEXICO . . . WILL TAKE HAND AT EXPLOITATION DOWN AMONG THE CACTUS . . . R . . . N

. . . P . . . JOHN D. HOWARD NOW EXPLOITEER AT DETROIT . . . DON CAESAR DE BAZAN, POLA NEGRI'S NEXT PICTURE . . . SEE STORY NEXT WEEK . . . ROBERT AGNEW, NOTED JUVENILE, SIGNED FOR FIVE YEARS . . . CONRAD NAGEL TO PLAY ONE OF LEADS IN "LAWFUL LARCENY" . . . X . . . Y . . . Z . . . WE WISH G. B. J. FRAWLEY'S DAUGHTER MARGARET A SPEEDY AND HEALTHFUL RECOVERY FROM A SEVERE ATTACK OF THE FLU . . . LACEY JOHNSON GONE TO MEMPHIS, TENN. . . EVERYBODY ALL TUNED UP FOR THE PARAMOUNT BALL . . . E. E. SHAUER SAYS OUR PARAMOUNT TRADEMARK SHOULD BE JUST AS CONSPICUOUSLY DISPLAYED AS IT IS CONSPICUOUSLY FAMOUS . . . H . . . L . . . N . . . GEORGE SPIDELL GOES TO ATLANTA FOR A FEW DAYS THIS WEEK . . . HELLO, PEP—WHAT D'YE WANT? THEY TELL ME JOHN CLARK IS GOING TO CANCEL HIS SUBSCRIPTION TO PEP—WHY? . . . 'CAUSE YOU DIDN'T RUN HIS AD LAST WEEK . . . ALL RIGHT THEN, HERE GOES . . . JOHN D. CLARK & CO.—COLORED TIES AND SHIRTS A SPECIALTY . . . GEORGE SPIDELL PLEASE NOTE.



# If 'The Covered Wagon' Don't Cover Them All—

## Toronto Tattle

An epidemic of "flu" and marriage has hit the office. "Queenie" Neeley is the latest victim. She was just recovering from the "flu" when she slipped away and got married.

"Bill" Kelly, Calgary salesman, is turning in contracts so fast that he kept the boss and several assistants all one Saturday afternoon, putting them through.

We hear that "Bill" Bach, formerly General Manager in Canada, is to rejoin us the first of March as Manager of the Toronto Exchange. All his old friends are anxiously waiting to welcome him back into the happy family.

Leo Haag, our Office Manager, is on a diet these days. "Bill" O'Neill chaperones him every time he goes out to eat to make sure Leo doesn't partake of forbidden fruit.

Two new salesmen have been added to our staff—Jack Tillman, who was formerly salesman in Salt Lake and "Chic" Bell, of Montreal.

"Pete" Peterson says if any more of our girls get married, she's going to get mad. She's acting as Honeymoon Relief Expert.

Mary Brown, our Accessories Queen, has a new job. Four times a day, she sounds a gong for the airing of the office during the "flu" epidemic.

Harry Paynter, our latest Benedict, has been promoted to Assistant Booker. "Alf" Piggins is the new shipper.

Henrique Burns has won the latest victory in the diplomatic war over accessories with Pat Hogan, St. John Manager.

## Atlanta Arcs

By Mabel B. Akins

We are glad to have our Auditor, Mr. H. S. Bowman, back with us after an illness of a few days.

Carl F. Mock, Zone Manager No. 2, recently completed a sale for two towns in his zone after battling with the exhibitor for almost a week. These towns were Douglas, Ga., and Vidalia, Ga. This sale included three pictures per week on the "41" to be run in each town. Keep up the good work, Mr. Mock.

The Branch Manager, Exploitation and Sales Departments of this Exchange held a meeting on Saturday of this week. The object of this meeting was to discuss small town business.

Many of the exhibitors, especially in the small towns, are reporting a marked improvement in their business, since they have received so many helpful suggestions from our Exploitation Department headed by Mr. Oscar Kantner, our Exploiteer.

## Kansas City News

By Billie Mistele

Our "Covered Wagon" prairie schooner has arrived. Also has Mr. Dan Roche, that capable Paramount exploiteer with so many novel and clever ideas. To-morrow is the day set for this "Covered Wagon" to be driven thru the streets of Kansas City, and will tell you more about it next week.

We had a short visit by Mr. Barrett Kiesling, representative for "Adam's Rib," last week. Entire sales force sold on the idea that "Adam's Rib" is a wonderful production from every angle. We are anticipating extended runs and house breaking records with "Adam's Rib" in this territory.

We have added to our Paramount family in this office Miss Marie Hughes as Form 47 Clerk, and Miss Edith Simmons, as Telephone Operator. We welcome both of these girls into our circle of good fellowship—and we are sure that they already feel perfectly at ease and at home.

After a short absence Mr. Theodore Flannery has returned to us as Accessories Clerk.

For the first time in the history of the film colony located on West Eighteenth Street a combined dance, put on by all of the exchanges, was given at "Tree Top View" farm north of Independence, Mo., Saturday, February 10th. The guests numbered between 150 and 200—there were plenty of eats—good music—plenty of good looking girls—and everybody declared it a successful party—and Fun and Laughter reigned supreme.

February 14th is nationally known as St. Valentine's Day. However, it is also our Branch Manager, Mr. Ben Blotcky's, birthday. While Mr. Blotcky has not had a great many birthdays, being one of the youngest Branch Managers, in point of years, with our organization, we sincerely hope that he may have at least sixty more birthdays—everything that is good and that his fondest hopes may be realized.

*By Billie Mistele*

## "Encouragement"

Submitted by Billie Mistele

Du Both met a girl who was lovely,  
And she had him going for fair;  
He fell for her eyes and her laughter,  
He fell for the night of her hair.

"I've promised to hug you," he murmured.  
"To kiss you I've taken an oath!"  
Then she lifted her eyes in awed wonder,  
Exclaiming: "Oh, Mr. Du Both."



## Nothing Else Will

### Call of the North

VIA MINNEAPOLIS

per Hellman

The Exchange turned out en masse—fifty-five strong—to catch Theodore Roberts in his sketch at the Orpheum, written by Bill de Mille. On the first encore—we quit counting at ten—the gang laid down a cigar barrage, 250 weeds strewing the stage. Mrs. Roberts was given an appropriate floral offering.

The frails preferred to have the ceremony pegged a "tobacco shower." Aw' right, sweet things, a shower it shall be.

The act went over big, and contrary to the expectations of the management, Roberts' popularity in these parts should mount higher and higher, day by day. Oh, you Coue!

Joe Fieldman is back with his first love and all's well. He's doing special sales work and as was to be expected he's knocking the exhibits loose from their bank rolls. It's a gift, boys. What a salesman needs, that boy's got.

Some one in the office suggested that Dapper Jack Raper train down to one-fifty and cast his lot with the artistes. Oh, very well, but if a guy won't admit he's cut and dried for the thing—what then?

We'd be in a heluva fix if it weren't for Fred Strief's chariot. It's only a Henry but it gets one where one wants to get and that's that. Theodore Roberts found it a very serviceable hack.

It's a proud ensemble of fair maidens since Roberts visited the Exchange. He autographed no less than a score of stills.

Our beloved Phil Reisman attended a boxing show the other night. The guy sitting next to him rose to remark that "Phil did more fighting than both those baloney's."

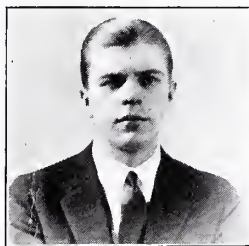
The boys in the shipping room pride themselves in the fact that there's not a cleaner, better regulated place in the country. Atta spirit! Same goes for the gent, Fisher by name, who handles the accessories.

George Schneider, formerly Office Manager, hit the rails the other day to swing some "tough ones" into line. If they are "swingable" (poetic license applied for) George will do 'er.

Gee, but how we would hate to work as hard as does Jack Margolis. Not that we are averse to rigorous labors, but we fear it would react on our delicate constitution.

That's "thirty" for this time. More later.

### From Pierce-Arrow to Paramount



Clayton H. Pfeiffer, some few months ago,—last August to be exact—severed his connections with the Pierce-Arrow Motor Car Co., and became identified with the Motion Picture business, accepting a position with one of the local film exchanges. Within a few months he discovered that he was not in the

Pierce-Arrow class, with the result that he is now being initiated into the mysteries of the Booking Department as Assistant to the Booking Manager of the Buffalo Office.

### Cincinnati Valentine Party a Whizz Bang

Coo-Coo Game a Hilarious Feature of the Evening

By Samuel Cohen

Morris Milligan, Branch Manager, says it was a ne plus ultra affair! George Yule, Salesman of Zone 4, characterizes it as the snake's hips! Both of these gentlemen are right, if their language translated into intelligible English implies that the Valentine party, staged at the Cincinnati Exchange, was a sensational success.

The recipe for a successful celebration includes the following necessary ingredients: Let Manuel Naegel and Sammy Cohen take care of all the details; persuade Irene Leake to come down early and transform a couple of ordinary desks into an inviting banquet table, loaded down with plenty of good "eats"; hire a professional piano player who can make a Baldwin piano get up on its hind legs and beg for mercy. To add plenty of jazz you need Gene Custer, Salesman of Zone 3, to pound the drums. During intermissions show a two-reel comedy and follow that up with that hilarious game known as Coo-Coo. For the benefit of the uninitiated, Coo-Coo is a game that is guaranteed to bring out all the hidden, the latent and unsuspected histrionic ability that is possessed by the most timid and backward individuals.

One of the noteworthy features of the evening was Manuel Naegel's "wing" collar. Isn't it funny how a plain "wing" collar can metamorphose a nice booker into a solemn looking undertaker?

That the fame of Cincinnati merrymaking has spread far and wide is evidenced by the fact that Charlie Kratz, Neal Hagarty, Maurice Ridge, Miss Krimmel and Bob Schuler, Special Accessories Representative, came down from the Columbus Exchange to be among those present.



## Busy Crowd at West Coast

As busy a lot of writers as ever pounded a typewriter or dictated a dramatic sequence will be found out here. Some remarkably fine stories have emanated from "Scenario Row," as it is called, composed of separate "brain cells" to quote Clara Beranger. Will M. Ritchey did "The Trail of the Lonesome Pine," which was Mary Miles Minter's picture, directed by Charles Maigne. This was adapted from the play by Eugene Walter and John Fox, Jr.'s, book. Monte M. Katterjohn adapted "My American Wife" from Hector Turnbull's story; also "Prodigal Daughters" from the Joseph Hocking novel.

Sada Cowan, who recently signed to do originals and adaptations, did "Bluebeard's Eighth Wife" and collaborated with Ouida Bergere, on "The Rustle of Silk." The first named film is based on the Charlton Andrews adaptation of Alfred Savoir's play. The "Rustle of Silk" was a Cosmo Hamilton novel.

Ouida Bergere did "Bella Donna" from Robert Hichens' story and also is adapting Hector Turnbull's "The Cheat" for Miss Negri, with Jack Holt featured and Charles de Roche in support. These are Fitzmaurice productions.

Walter Woods is now engaged on "Hollywood," which Mr. Cruze will make and which promises to be a great picture. It is from a story by Frank Condon, himself one of the busiest young men in the west, when it comes to writing.

Albert Shelby Le Vino did "Mr. Billings Spends His Dime," from a story by Dana Burnet. Le Vino is the original hustler.

Clara Beranger works in New York or Hollywood with almost equal facility and did "Grumpy" for William de Mille; is completing "Only 38," which Mr. de Mille will also do, and which is by A. E. Thomas, suggested by a story by Walter Prichard Eaton. "Grump," it will be recalled, was based on the Hodges and Percyval play.

E. Lloyd Sheldon and Edfrid A. Bingham adapted Konrad Bercovici's remarkable Gypsy-Tartar story, which Victor Fleming is now completing with Dorothy Dalton starred, and Theodore Kosloff and Charles de Roche in support.

Jack Cunningham not only adapted "The Covered Wagon" but right on top of it wrote an original, "The Tiger's Claw," for Jack Holt, directed by Joseph Henabery.

Jeanie Macpherson devotes her time exclusively to Cecil B. De Mille productions and after "Adam's Rib" was done, went to New York for a vacation. She will now start on "The Ten Commandments"—a colossal task.

Julia Crawford Ivers wrote and directed "The White Flower" for Betty Compson.

Beulah Marie Dix is busy on various stories and indeed every member of the staff is at work on some pictures. On the Zane Grey stories to be made, Lucien Hubbard and Doris Schroeder will work, with Mr. Grey cooperating.

## A Russian Set



Theodore Kosloff dug down in his many valuable properties and brought out the famous set of drops and other decorations that he himself painted years ago for his Imperial Ballet in Moscow.

He is now using this valuable and attractive set in a scene in "Prodigal Daughters," Gloria Swanson's starring picture under Sam Wood's direction.

Mr. Kosloff is seen in the foreground with the megaphone, rehearsing ensemble for the scene.



## Long Island Chatter

By Wingart

Few people in this world have been privileged to look upon the Pacific and Atlantic Oceans at the same time. After Thomas Meighan's latest picture, "The Ne'er-Do-Well," is shown to the public, however, the number will be greatly increased for one of the aeroplane views of the Panama Canal to be shown in the picture gives a view of both oceans.

During the filming of exterior scenes for Rex Beach's novel in Panama, Director Alfred E. Green sent William Miller, cameraman, into the air to get certain scenes of the locks for use in the picture. While high in the air Miller was able to get a shot which gave a glimpse of both the Atlantic and Pacific.

In making other air views for the picture, seven DeHaviland planes and two Martin bombers, all furnished by the U. S. army in the zone and piloted by army fliers, were used.

John Miltern, who is playing an important rôle with Thomas Meighan in "The Ne'er-Do-Well," under the direction of Alfred E. Green, is back at work in Long Island for the first time since 1921 when he essayed a rôle in "Experience." Since that time Miltern has been in Europe making pictures for us and has appeared in several pictures produced at our West Coast Studio.

Production of Martin Brown's stage play, "The Exciters," which was adapted for the screen by John Colton, author of "Rain," has been begun at our Long Island studio under the direction of Richard Ordynski.

Agnes Ayres and Antonio Moreno, who recently arrived in the east from the West Coast, will be in the picture and other members of the cast are: Burr McIntosh, Ida Darling, George Backus, Jane Thomas and Alan Simpson.

George Webber, who just finished photographing "The Snow Bride," starring Alice Brady, will be the cameraman for this production and Al Smith will be Mr. Ordynski's assistant.

## Lila Lee Wins Dancing Honors

While in Panama with Thomas Meighan and his company making scenes for "The Ne'er-Do-Well," Rex Beach's story, Lila Lee, Mr. Meighan's leading lady, won the distinction of being the champion Tamberita dancer of the canal zone. The Tamberita is the national dance of Panama.

At a San Cocho, a native festival given for the company by Senor Parraz, President of the Republic, Miss Lee danced in competition with the leading Panamanian dancers and easily carried off the honors. She also danced at a reception given at the exclusive Union Club in Panama City.

The Tamberita, which is modeled after the national Spanish dances, is not difficult, but depends for its effectiveness on the grace and charm of the dancer. Miss Lee, in the Spanish costume, which she wears in the picture, fitted the type exactly and her graceful movements easily made her the most acclaimed dancer of the Republic during the company's six weeks stay there.

## Laskyville Villains

No. 5—Jerome Beatty

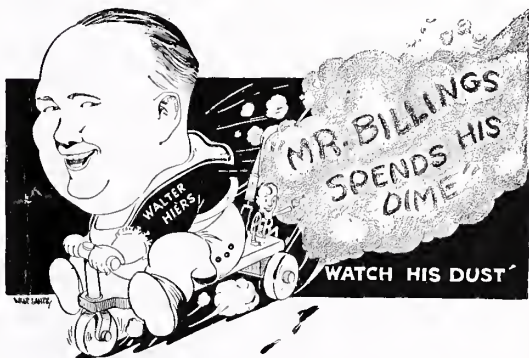


Shades of Mr. Bots and Mr. McCarthy, we defy anyone to announce against us, that he isn't the greatest villain of them all. We haven't much time to tell you about them, because he has informed us that unless we get a hundred or so advertising pages for Eugene Zukor's Paramount Club dance program, we shall be shot by sunrise of the day after closing date. We can name but two deadly enemies of his—Mr. Hector Turnbull and Mr. Jack Cunningham. (For further particulars, communicate with them at the Lasky Studio—I haven't the heart to unearth the gruesome details. They read something like—"Oh, well, that's a terrible course," or "Not my kind of weather," "Too wet," and last but by no means least—"Anyway, have you seen that Zukor Farm cup, etc., etc.")

P. S.—By the way, if what this golfer (apologies to Mr. Turnbull and Mr. Cunningham) says about "Bella Donna" is even half true, the Sales Department can take a few hours off and get some extra play dates for "Who is No. 1?" and "Oh You Women.")

—M. B.

## Taking a Ride



From all reports we'll say that Walter Hiers is on a successful spin.

"Mr. Billings Spends His Dime," starring our genial Walter, will soon be seen on thousands of screens thruout the world as his first starring vehicle during his long and interesting screen career.

## Shirk's Studio Gossip

**Following Some Very Bad Weather Came a Day of Brilliant Sunshine, Cold Winds and a Lot of "Pep" in the Air. As a Result the Various Companies at Work Hied Them to Location to Take Advantage of the Fair Weather**

Walter Hiers doing "Sixty Cents an Hour," under the direction of Joseph Henabery, went out to Griffith Park, Los Angeles, for important exteriors. Beautiful Jacqueline Logan is featured in support of the star in this picture.

Victor Fleming took Dorothy Dalton's company to the Los Angeles River for a bridge scene. This is "The Law of the Lawless" and Theodore Kosloff and Charles de Roche are featured.

"The Rustle of Silk" was the only company inside. This Herbert Brenon production in which Betty Compson and Conway Tearle are featured, is developing a lot of strong dramatic quality and much of the work is interior.

Very shortly Sam Wood will start "Bluebeard's Eighth Wife," with Gloria Swanson as star. "The Cheat," will begin under George Fitzmaurice's direction and with Pola Negri starred. Jack Holt is featured and Charles de Roche is in support in this production. James Cruze is to do "Hollywood," with its remarkable cast of stars in the near future.

Jacqueline Logan had a wonderful two weeks' rest at her old home town—Colorado Springs—and returned to start work as featured feminine player in Walter Hiers' "Sixty Cents an Hour."

Antonio Moreno has been signed on a long term contract as a featured player in our pictures, according to Jesse L. Lasky, on the eve of his departure for New York. Richard Dix has also been placed under a long contract to play featured leading rôles.

Clara Beranger is back from New York with the script of "Only 38," which she adapted for William de Mille from A. E. Thomas's play, based on the story by Walter Prichard Eaton. Together Clara Beranger and Mr. de Mille are editing and cutting "Grumpy" and planning on the picture to follow "Only 38." So they are both "considerably busy."

Here's how the Production Editors at our West Coast Studio are at present engaged:

Walter Woods is busy on the James Cruze productions—"The Covered Wagon" and "Hollywood." He will also be assigned to the first picture directed by Rob Wagner—a Walter Hiers starring vehicle.

Ralph Block is in charge of Agnes Ayres' pictures—and has been busy with "Racing Hearts." He will also handle the next one Miss Ayres makes—in the capacity of production editor.

Lucien Hubbard has the Jack Holt pictures and worked on "The Tiger's Claw." He will be with "The Light to Leeward," to be started next month and will also be engaged upon the Zane Grey stories, the first of which will be "To the Last Man," directed by Victor Fleming.

Julia Crawford Ivers is production editor of Gloria Swanson's films—Sam Wood productions—such as "Prodigal Daughters," just finished, and "Bluebeard's Eighth Wife," soon to start. Also she has the Betty Compson pictures including Herbert Brenon's production, "The Rustle of Silk," her own story which she directed, "The White Flower," and Miss Compson's next, following the "Rustle of Silk"—called "The Woman With Four Faces."

### Our New Leading Man



One of the latest to sign up as a leading man is Richard Dix, shown here in the Mono-flyer that he drove in the big race playing opposite Agnes Ayres in "Racing Hearts."

As stated in a previous issue of PEP, Mr. Dix has signed a contract for five years.

Congratulations and a hearty welcome to our big family.



### Theodore Kosloff Arrives in New York for Vacation

Theodore Kosloff, character actor and dancer, has arrived in New York to spend two weeks with his brother, Alexis Kosloff, also famous as a dance pantomimist.

The former expects to view the theatrical productions of the season with particular attention to the Russian novelties which have proven so successful this year and of which "La Chauve Souris" is an example. Many of the artists now appearing in the several Russian productions are friends of Kosloff's and former fellow artists in the Russian Imperial Ballet.



## De Mille to Go to the Holy Land to Film "Ten Commandments"

Cecil B. De Mille will probably go to Palestine with a company of players to film some of the more important scenes of the "Ten Commandments," it was announced this week by Mr. Lasky.

Al Kaufman, who has recently been in charge of our European production, left New York for Los Angeles to confer with Mr. De Mille about the arrangements for the longest location trip in the history of motion pictures, half way round the world from Los Angeles to the Holy Land.

Miss Jeanie Macpherson, who has written all of Mr. De Mille's recent continuities, is on her way to Los Angeles after spending a month in the east at work on the script for the dramatic story of the "Ten Commandments."

Already on the way to the Holy Land is Mrs. Florence Meehan, whom Mr. De Mille dispatched to the Biblical country for authentic data for use in the production. Mrs. Meehan is a much-traveled authority on ancient peoples and customs, who will explore India, Java, Thibet, and Baluchistan before proceeding to Palestine, where she will be joined by the De Mille company.

Mr. Kaufman on account of familiarity with foreign production conditions, will accompany Mr. De Mille on this photoplay conquest of the Holy Land.

## Tells Your Fortune



May McAvoy

Here we have May McAvoy, featured in a new rôle, that of telling fortunes.

Miss McAvoy has delighted most all of our film stars at the West Coast with her mysterious and delightful fortune telling which she enjoys as much herself.

## Largest Title Card Ever Made

The largest "title card" ever made was recently photographed at our West Coast studio for "The Covered Wagon," James Cruze's production.

The reason why this gigantic card was painted—and it is as big as the side of a barn—was to get the effect of a sweeping curtain which when drawn shows the title of the picture.

Ordinarily such titles are done in miniature but to get the proper perspective and curtain effect, the large size was made.

In keeping with everything about this epic drama of the pioneers this title and all the subtitles will be unusual and most effective.

Karl Brown was the cameraman of the production.

## Our Friend "Val"



"Val" Dixon

When you step into the studio at either the West Coast or East Coast, wherever George Melford and his company happen to be working, the magnetic strains of a violin will reach your ears.

It is only natural that you will look to see from whence it came and behind the instrument you will find "Val" Dixon, official violinist for George Melford.

"Val" has never received instructions on the instrument, but his musical ear and extreme talent have made him truly an artist.

PEP

## Wesley Ruggles in New York to Direct Bebe Daniels

Wesley Ruggles, recently signed to a long-term contract to direct Paramount Pictures, has arrived in the east and is preparing to make his next picture at our Long Island Studio. The title of the picture has not yet been announced but it is known that Bebe Daniels will be the featured player. Miss Daniels is at present in Atlantic City recuperating from her recent operation for appendicitis but is expected to be able to appear before the camera early next month.

## Robert Agnew Signs

Robert Agnew, whose work as the juvenile lead in a number of recent productions has stamped him as one of the most promising younger screen actors, has just signed a five-year contract to appear in Paramount Pictures, it was announced this week by Mr. Lasky.

## Taking No Chances



Clarence Burton, well-known screen actor and member of our Stock Company at the West Coast, is the proud possessor of a bull dog. He takes no chances, as you can see, by the way he is tying the villain (!) to a post.

## Winnipeg Notes

By Miss L. Margolis

They say that bandannas are the latest fad for ladies. Well, yes—judging by the display of white bandannas at this office, continually from the pocket and to the pocket, from the pocket and to the pocket, but here they are not limited to the ladies only.—O, yes, sneezes and breezes are profuse in this country just now.

Mr. G. A. Margetts, manager of this office, contracted a severe cold, and though the doctor threatened to strap him to his bed in order to make him stay there to get rid of his cold, Mr. Margetts got away, and was at the office next morning to bid the staff a bright and early "Good Morning." We are glad to say that Mr. Margetts is feeling much better.

Mr. Lance McCandless, our Accessories Clerk, is sick in bed with a bad cold. We all hope for his speedy recovery.

To complete our casualty list, Miss Winnick, of our stenographic department, was also away home sick, but she did not stay there long enough to get the flowers, which the Pep Club cancelled on her return.

## Checking Up

Roy Simpson, negro laborer, was putting in his first day with a construction gang whose foreman was known for getting the maximum amount of labor out of his men. Simpson was helping in the task of moving the right-of-way and all day long he carried heavy timbers and ties until at the close of the day he was completely tired out. Came quitting time. Before he went he approached the boss and said:

"Mister, you sure you got me down on the payroll?"

The foreman looked over the list of names he held. "Yes," he said, finally, "here you are—Simpson—Roy Simpson. That's right, isn't it?"

"Yaas suh, boss," said the negro, "dass right. I thought mebbe you had me down as Samson."—*Forbes Magazine.*

## St. Louis Slants

By Bill Harwell

St. Louis had a very distinguished visitor last week in the person of Wesley Ruggles, Paramount Director, with whom ye scribe had the pleasure of lunching. Believe me when I say it, Wesley Ruggles is a regular guy.

F. L. Collins, world's champion Accessories Manager, scored a record-breaker last week to the tune of \$1,412.00. That's bringing home the bacon, eh what?

We were honored with a visit from our District Manager R. C. LiBeau, who apparently found things humming to his entire satisfaction. No, you are wrong again. We weren't bluffing. St. Louis is a busy Exchange.

"Yours truly" wishes to report that he has landed in a nest of live-wires. From Boss McManus to Frank the porter they're top-notchers—yea, verily, a great gang.

## Peoria Paragraphs

By Norman Dixon

We were all looking forward with great anticipation to a visit this week from Mr. George Weeks, but yesterday he wired his postponement of visit to next month. Don't disappoint us next time, Mr. Weeks.

Our Paramount Pep Club held its first dance last week. Everybody had a great and glorious time, BUT our bank account is flatter than the proverbial "pancake."

Mr. Frank Fountain is with us again. Everybody was glad to see him. He came in time for the "Pep Dance" (good thing he did, too).

Visitors and exhibitors visiting this exchange need never to walk. Talk about automobiles, for its size this exchange must lead 'em all. Here's a list to shoot at and choose from: Four Ford Coups, one Ford Touring, one Studebaker Special Six, one Pierce Arrow touring 1923 model and one Chevrolet Sedan.

## PROPS

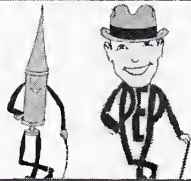


## HE MAKES A SUGGESTION





PARAMOUNT  
PEP



*The Minneapolis Exchange and Personnel*

(See Story on Page 3)

## "Don Caesar De Bazan" after "The Cheat"

**Lasky Announces Lavish Production for Pola Negri**

As a special reward for her success in "Bella Donna," Pola Negri is to be given the biggest picture ever made by our company, according to an announcement last week by Mr. Lasky.

The picture will be "Don Caesar de Bazan," and plans are already under way for its production, which will begin just as soon as Miss Negri finishes her present picture, "The Cheat."

The success of "When Knighthood Was In Flower," "Robin Hood," and "The Four Horsemen of the Apocalypse," has indicated that the public is ready for the biggest dramatic pictures of which the screen is capable, Mr Lasky said, and plans which he has inaugurated since his arrival in New York last week call for a production made on a scale never before attempted in our studio.

"Don Caesar de Bazan," was written in the middle of the last century by Adolphe de'Ennery, author of "The Two Orphans," in collaboration with P. S. T. Dumenier. We first intended to produce it last fall under the name of "The Spanish Cavalier," with Rodolph Valentino in the title rôle. The script was prepared by Miss June Mathis, who wrote the script for "Blood and Sand" and "The Four Horsemen of the Apocalypse," and it has been held ever since.

"When we decided to make 'Don Caesar de Bazan,' last fall," said Mr. Lasky, "we all decided that the play was of such type that there was only one way to produce it, and that was on an unusually lavish scale. Accordingly, we went ahead with our plans to make this the biggest thing ever attempted on the screen. We engaged Miss Mathis to write the script. Miss Mathis, of course, is one of the best scenario writers there is, and in 'Don Caesar de Bazan' she has outdone all her previous efforts.

"We had even gone so far as to have work started on the costumes, when Mr. Valentino, who was to have had the star rôle, left the studio. This naturally halted our plans temporarily. When Miss Negri arrived in this country, however, and began work on 'Bella Donna,' we saw immediately that here was the player for 'Don Caesar de Bazan.'

"Although in its original version, the play was always used as a vehicle for male stars, the part of the Spanish dancing girl, Maritana, is equally as important as the title rôle, and under a new treatment the motion picture version gives Miss Negri a rôle that is ideal for her temperament and extraordinary screen genius.

"The leading male rôle will be played by Antonio Moreno, who will arrive in New York next week. We already have been negotiating, with several famous costume designers, including Helen Dryden, who did the costuming for 'Claire de Lune' and Georges Barbier, the famous French designer. The costumes for Miss Negri and Mr. Moreno will be designed either by them or by somebody equally well known in the theatre.

"I am not at liberty just now to give the name of the director of 'Don Caesar de Bazan.' He is one of the leading producers in motion pictures, however, and I expect to be able to announce his name in the very near future, when certain arrangements have been completed.

"The picture probably will be made in our West Coast studio, and we already have completed arrangements for a special unit to handle the production, which undoubtedly will take several months' work.

"The extraordinary interest shown by the public in Miss Negri since her arrival in this country will be amply repaid by the quality of her Ameri-

(Continued on page 5)

## PEP Calls on Pittsburgh

If you ever blow into the "Smoky City" and your snap judgment gets the best of you, just run over to 1018 Forbes Street to the Fourth and Fifth floors and you will find Pep reigning thruout.

Mike Hughes, Branch Manager, sits at his desk with his usual welcoming smile and every person in the office just naturally does the same—so what can you do but just smile with them?

Everything is running smoothly at Pittsburgh and all are for a record-breaking year. Roy Davis in the accessories department is just hustling to get the paper out to exhibitors, while Miss Kaiser, the cashier, is attending to the cash.

Then there is our good friend Moran, watching the destinies of sales detail while Ed. Stuve is signing them up at his desk. Miss Ray Lefkowitz, secretary to the B. M., is in and out of the different departments, while Bertha Kline, Kathrine Wood and Miss Schultz are busily engaged in their tasks in the contract dept.

And we must not forget "Pop" Kaufman, the janiest janitor that ever janitored an exchange.

After spending two wonderful days at the Pittsburgh office, A Mike Vogel and ye editor jumped a train for Philadelphia, Mike, however, getting off at Altoona to tell that part of the Keystone State all about "ADAM'S RIB."

## Branch Manager Sells

O. V. Traggardh, Branch Manager at Los Angeles, believe in accessories sales to such a point that the other day he personally landed a sale for fifteen 24 sheets on three productions and 10,000 heralds on each production.

Accessories cooperative feeling is spreading. Here's hoping it develops into a real epidemic.

Since the special offer on gilt frames has been introduced M. S. Cummins, Accessories Manager at Cleveland, sold 250 of them in two weeks.

Keep up the good work.



## Reisman's District Reduces Print Cost

Credit is in order for Phil Reisman and his district for bringing about a reduction of thirty-two prints for the four exchanges on the "thirty-nine."

With the cooperative efforts of Managers Strief, Nicolls, Thomson and Leak and the Bookers in these exchanges, it was found that an effective degree of distribution could be brought about, notwithstanding the reduction of thirty-two prints on the "thirty-nine."

The relative print cost and the vital part it plays in distribution were discussed in a recent issue of PEP.

This voluntary spirit thruout our exchanges again goes to prove that being for, by and with the corporation at all times not only brings about success but a better understanding and feeling among us all.

PEP *Phil Reisman*

## The Front Cover

The front cover this week introduces the personnel of our Minneapolis Exchange and shows: 1st.—Inspection Room; 2nd, Film Shipping Room; 3rd, Front of the exchange together with personnel; 4th, Accessories Department; 5th, General offices, and 6th, The Reception Room.

Those appearing in the photo, front row left to right: Mel Evidon, Jack Lorentz, Anne D. Blumenfeld, Beulah Valdner, Lucille Ferrell, Florence Peterson, M. Fitzmeir, Mayme Bruchart, Katherine Lovelett, Veronica Ryan, Bertha Cohen, Nora Zuelke, Clare Blott, Estelle Lettus, Lenora Gabriel, Manda Gilbertson, Mazie Mullin, Mayme Metz, Lydia Berglin, Joe Bahen, Phil Reisman, Dist. Mgr.

Back row: Jack Margolis, F. M. Strief, B. M., F. T. Faulkner, Ray Krueger, W. Berg, Dick Weinholz, Tom Rucker, Dora Udeil, J. Stein, Ferol Collins, Billy Sherve, John Branton, Anna Gasek, Sam Winger, Hulda Rolfson, Carl Michel, Mrs. Mills, C. H. McClintic, Seraphine Hashey, Vieta Evans, Jo Idzorek, E. J. Hurley, Jack Walsh, W. Kessnick, Irving Discher, Bob Schuler and George Schneider.

## San Francisco Crowd



We take great pleasure in introducing nine members of our San Francisco Exchange composed mostly in this instance of those in the Accessories Department.

From left to right standing: Nick Laurice, Shipping Clerk, Jack Partridge, Shipping Clerk; Wayland H. Taylor, Exploiteer; Jimmie Clark, former Accessories Mgr.; Ed. Hunter, Accessories Mgr.; William Wobber, Asst. Booker and Edwin Romer, Receiving Clerk.

Sitting left to right are M. E. Kelleher, stenographer and F. E. Swarts, Billing Clerk.

**Our Deepest Sympathies Are Extended  
G. B. J. Frawley In His Recent Be-  
reavement In the Loss of His Sixteen  
Year Old Daughter Margaret.**

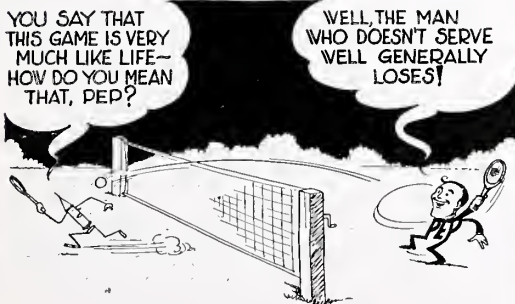
## Tying in "The Miracle Man"

C. M. Hill, Branch Manager at our Portland, Oregon, Exchange, called to our attention the fact that one of the most unique programs for a picture house running the Dr. Coué film is the famous never-to-be-forgotten picture, "The Miracle Man."

Mr. Hill states that this suggestion came from Mr. A. H. McDonald, an exhibitor, and says, "this thought passed along by Mr. McDonald is certainly one that should be seriously considered and nationally used to an effective degree in connection with the bookings of the Dr. Coué film.

Others thruout our organization have expressed the belief also that "If You Believe It It's So," is another good one for this tie-up.

In any event it shows someone was on the job and further demonstrates that the age of a picture is not its limit at any time, especially if it's a Paramount.



# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 FEBRUARY 28, 1923 No. 34

## Facts We Should Know

A cheerful chump gets further than a grouchy genius.

Little drops of courage, little grains of sand, may not win a fortune, but they help to beat the band.

Business is like an aeroplane, to stop is to drop.

A sense of duty is natural to man, and there can be no satisfaction in life without attempting to fulfill it.

Energy will do anything that can be done in this world; and no circumstances, no opportunities, will make a man without it.

"Lubrication is cheaper than parts," that is what you hear when purchasing a new machine. Personal contact is the lubrication necessary to a smooth running organization, and the only price is personal effort. Lubricate your daily task with your personal effort and see how much smoother and lighter your tasks will become.

—M. B.  
NEW YORK EXCHANGE.

## What's In a Name?

When a concern has invested millions in plants and invests other millions IN ITS NAME, you have the satisfaction of knowing, with absolute certainty, that that NAME, the honor and reputation of the house, are its most valuable assets.

The man who has put his intelligence, his reputation and millions of dollars into advertising can no more afford to lower his quality, regardless of increased prices, than he could afford to set fire to a factory worth millions.

You can make your factory over again, buy new machinery, but you cannot remake a NAME once damaged.

Therefore, a name built upon costly and thorough advertising is not only an asset for the owner, but, what is even more important, A GUARANTEE FOR THE PUBLIC.

ASK FOR THE NAMES THAT YOU KNOW AND INSIST UPON HAVING THEM.

—H. HAYMAN,  
Salesman—Chicago Exchange.

## A Southern Booker



This is our good friend and peppy Booker, R. B. Wilbanks, of the Atlanta Exchange, shown in action.

Wilbanks has acquired the distinction of being able to call every exhibitor in the Atlanta Territory by his first name and due to the remarkable way in which he handles the large volume of business in Atlanta there certainly must be something valuable in acquiring the acquaintanceship and confidence of the exhibitors.

## Cincinnati Chatter

By Samuel Cohen

The Home Office had requested each salesman to send in a photograph, so George Yule, Salesman of Zone 4, went to have his picture taken. After the ordeal was over, George was dissatisfied with the results. "I don't like these photos at all," he said, "I look like an ape." The photographer favored him with a glance of lofty disdain. "You should have thought of that before you had them taken," was his reply.

Ever since Manuel Naegel acquired that Tuxedo which makes him look like a cross between a waiter and an undertaker, he seems always to be in a sort of a trance—sort of absent-minded. The following incident will show the state of mind he is in. He left home the other morning in an awful rush and suddenly got the idea into his head that he had left his watch on the table, so he took it out of his pocket to see if he had time to go back for it.

But that isn't as bad as the story we heard about Tom Lindsay. Years ago, before he became associated with Paramount as Chief Accountant here at Cincinnati, he left his office one day and put out a card to say that he would be back at three o'clock. Finding that he had forgotten something, he went back to his office, read the notice on the door and sat down on the stairs to wait till three o'clock.



# *We Saw The Covered Wagon—Positively Wonderful*

## **Detroit Celebrates Moving Day With Big Dance**

**Colorful and Enthusiastic Affair Well Attended at New Exchange by Members of PEP Club and their friends**

When PEP rolled into the Michigan Central Station at Detroit last Saturday in answer to an invitation from District Manager Harry Ross, a certain sense of enthusiasm filled the air with oodles of Pep.

"Hello, PEP," was the greeting as I stepped in the door of the Exchange and was greeted by the members, who all wore smiles from ear to ear. Of course, everyone was anxiously awaiting for the light of day to pass away so that all could slip into their glad "rags" and hie away to dance.

First of all you had to check your wraps with a certain Andy Jackanic, the Accessories Manager, and climb the beautifully decorated stairway to the second floor of the exchange. Then you were introduced to all the Detroiters and the dance was on. And oh, such music. "Them banjos"—"them drums"—"them piano."

It was indeed a wonderful affair and the height of foolishness would have been to ask any one person if they had a good time.

The best part of it is tho, folks, that they were moving to these new quarters beginning the following day. This is an admirable spirit and one that should prevail thruout our large and glorious family for when a task is before us—and moving an exchange is a task—is it not correct to take it with a smile? Certainly it is and the Detroiters deserve great credit when they make merry then move the next day.

Harry Ross can boast of an exceptional co-operative organization in Detroit and PEP never regretted one minute of his two-day visit to this famous city.

Harry Dodge came down from Columbus, Eddie Fontaine blew in from Cleveland, Morris Milligan scamped from Cincinnati. Then, of course, Herb. Given was already there as was our old friends Haddow and Bob Schuler. They took considerable advantage of their visit, however, and held a spirited sales meeting during their stay. Then, of course, our own Jack Howard together with Pat Livingston, Booker, Mildred Creedon, Violet Dodd, and many others including Mr. Ross, Mr. Milligan, Mr. Frost, Mr. Dodge and ye editor pushed brooms in the afternoon getting the floor in trim for the many dancing feet. Harry Winters, who is superintending the construction of the new exchange, was a real fellow and did more than his share in making it 100 per cent fine.

Pat Livingston, the Misses Creedon and Dodd deserve a great deal of credit for their untiring efforts in making the dance the success that it was and, in fact, here's the glad hand of congratulations to every Detroiters for being a good fellow and a real PEPTOMIST.

After goodbyes, etc., PEP jumped (just caught it, too) the train for Pittsburgh.

### **Whelan Puts Over a Pippin**

Lester Whelan, our Washington, D. C., Exploiter, just sold the Washington Daily News the idea to insert over ten thousand rotos on "Adam's Rib," in their regular edition.

Aside from being the biggest sale of rotos ever placed by our Washington Exchange, it was done without any cost to the exhibitor.

WE'LL say this is going some.

### **The Des Moines Spirit**

W. E. Barker, Booking Manager at our Des Moines Exchange, finished work one evening last week about midnight. He wanted to take one more look at his booking control and found that the contracts for a theatre in a small town in the suburbs of Des Moines were about to expire.

Knowing that contracts when set in play-dates make a man sleep much better, Barker took the tonic, signed the man up before he left the theatre with the "forty-one" and came back with the contracts and dates.

"This is the Des Moines spirit," said A. W. Nicolls, Branch Manager.

We'll say this is the real spirit.

### **A Poetic Burst**

We heard of the Gold Rush that took place in '49—

Of the Injuns, Buffaloes and the Hosses, too,  
We heard of the prairie fires that burnt up  
miles of grass—

And of the trouble that the wagons had to  
travel o'er the pass,

Of fording rivers and of fight,  
And how they fought with all their might.

That was all in bygone days,  
Some of these things we've seen in plays—  
But never were they presented so fine,  
As in "The Covered Wagon," one of our "39."

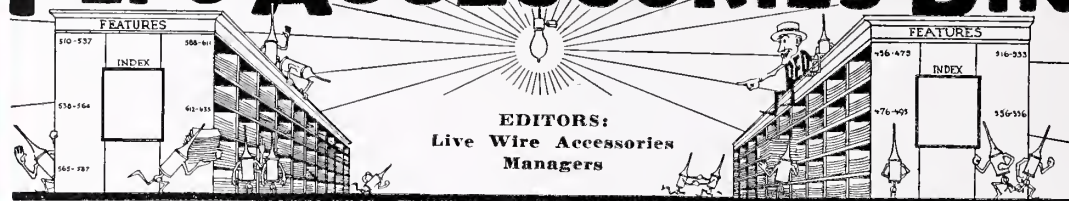
—DAN HYNES,  
Mgr. Warehouse

### **Don Caesar**

*(Continued from page 2)*

can-made pictures. In 'Bella Donna,' 'The Cheat' and 'Don Caesar de Bazan' Miss Negri has three of the greatest photoplays the screen has ever seen, and she has expressed her delight with the type of pictures for her debut in America."

# PEP'S ACCESSORIES BIN



## Tell Them A-La-Ford



H. B. Fox

H. B. Fox, our Accessories Manager in Denver, is a Paramount Booster going and coming.

Fox boosts accessories all day in the exchange and he lets his little Ford coupe tell the public about Paramount coming and going from work.

Fox has a sign on the back of the Ford and one on the front, the one

on the front reading "If it's a Paramount Picture it's the Best Show in Town."

And the beauty of it is that Fox changes his signs weekly, hence, many of the people are becoming acquainted with the little Ford telling about Paramount Pictures.

## Marcus Says

I have always felt that accessories were a matter of merchandise and must be sold in sufficient quantities to keep down the overhead and increase the amount of profit we can make on the only merchandise we handle.

LOU MARCUS,  
Dist. Mgr. Salt Lake.

## Sales Increasing

"Just a word to let you know that the proposition of offering insert cards gratis for the sale of gilt frames for new customers has gone over with a bang. I can see where the sale of insert cards in a short time will be doubled in this territory, due to this great idea. For the past few weeks you will note on our Form 42 our gilt frame sales have increased enormously. So far this week we have already sold 50."

M. GLUCK,  
New York Exchange.

## For the Salesman

Jack Curry, Des Moines Accessories Manager, has had a small reproduction made of the Accessories Quantity Price Schedule, which is very handy to give salesmen and can readily be carried in a brief case.

Jack has the negative and if any of you boys are interested, you can get it from him by writing him.

## The Reason Why Columbus Goes Over the Top Each Week in Accessories

"Because each salesman is given the dope on the accounts he is going to visit and is also provided with samples of all the special material made on the productions. Then the orders start flowing in. But Wait—Columbus is only starting."

NEAL HAGERTY,  
Columbus Accessories Manager.

"Omaha is drawing closer to the line in the standing of the Exchanges in accessories sales."

## "Glimpses of the Moon"

Several gilt frames were found guarding the tomb of Tutankhamen. The insert cards in them were on "THE LOVES OF PHARAOH."

(Exploitation hint)

## Keep Up the Good Work

I want to express my appreciation thru the columns of PEP for the sincere cooperation given me of late by the salesmen at this exchange in the interest of Accessories Sales. I particularly want to congratulate Messrs. D. Levy, Bernstein, Hummel and Gledhill, who have sent thru some very nice orders for various items of accessories. They are thoroughly sold on the idea that in the ultimate, greater accessories sales mean bigger returns to the exhibitors at the box office.

Keep up the good work, boys; it's this sort of cooperation that makes Paramount what it is today.

Very truly yours,  
M. GLUCK,  
Mgr. Adv. Accessories Dept.

## Get This!

In the last five weeks Salt Lake has delivered over its quota five times, Columbus four times, Peoria four, Washington three, Pittsburgh three, Boston three, St. Louis three, Wilkes-Barre three, Chicago two, Cleveland two, Los Angeles one, Philadelphia one, Kansas City one, New York one, Des Moines one, Sioux Falls one, Atlanta one, Indianapolis one and Denver one.



## A Prosperous and Ambitious Trip

"In our letter of the 24th ult., the writer advised he was going out on a few trips with Mr. Kantner, and below we give results of calls on four exhibitors:

"We called on the Strand Theatre, Washington, Ga., a town with a population of 3500, secured the exhibitor's order for 1200 Fanfotos, also three gilt frames (he already had three, making a total of six), and this means that the exhibitor will use six insert cards on each picture. We also sold six star 22 x 28 photographs to decorate the lobby of the theatre, and 500 rotogravures on "THE LOVES OF PHARAOH." Then Mr. Kantner framed up with the local paper to get across a full page ad announcing the PARAMOUNT pictures this exhibitor would use the month of February.

"We then went over to the Greeland Theatre, Greensboro, Ga., (population 1400) and found this exhibitor (who happens to be a lady) just about ready to close up shop. We helped her clean up the theatre, arranged photographs on the walls, turned the piano around three or four times and threw a little pep into her handy man. We had him make up two shadow pictures—like the cut in PEP made by Collins of St. Louis—placing these on each side of the proscenium. We then secured an order for 1200 Fanfotos and four gilt frames with a standing order for four insert cards on each picture. Mr. Kantner was successful in getting over the full page stunt in the local paper, and we have received a letter from this exhibitor stating we had livened things up in Greensboro so much that the people almost believed they were having a Chautauqua. We promoted more good will with this exhibitor than we could buy with any amount of money.

"Our next visit was made to the Bijou Theatre, Brunswick, Ga. (population 14,000). This exhibitor is also a lady, who gave us an order for ten gilt frames and one hundred of the Special 39 heralds. We also secured an accessories order amounting to \$36.00 covering five pictures, and selected several locations around the town for posting ones and three-sheets. We placed four of the gilt frames with insert cards in prominent locations—drug stores and hotels. Mr. Kantner got across the double page idea in putting over "KNIGHTHOOD," which is to be played in Brunswick in the near future. We established a good feeling which will make the next sale of pictures a picnic for the salesman.

"Our last call was made on the Rialto Theatre, West Point, Ga., a little town of 1400 population, each mill having its own community theatre. This exhibitor was so discouraged when we arrived, he was almost ready to throw up the sponge. However, we called the office over long-distance and re-arranged his program the way we thought he could make money with our pictures. We secured enough locations for posters and insert cards that would amply exploit each picture. We sold him an accessories order amounting to \$118.65, covering ten pictures. In addition to this, we sold ten gilt frames and paved the way whereby he will use the Special 39 Heralds as soon as contract for this series starts. After spending a day and a half with this exhibitor, we left him with a smile and made him 100% PARAMOUNT exhibitor—as he had some open time, we brought back enough bookings to give PARAMOUNT 17 days out of 26.

"With the above results obtained, the writer feels that these four visits were very successful."

O. L. FREEMAN,  
Atlanta Accessories Manager.

Cholly: "You know last year the doctor told me if I didn't stop smoking I would become feeble-minded."

Grace: "Why didn't you stop?"—Lyre.

## Accessories Managers

This is Where You Stood for Week Ending  
February 24th

(Based on percentage of accessories quota delivered)

CLEVELAND  
OKLAHOMA CITY  
ST. LOUIS  
PEORIA  
BOSTON  
SALT LAKE  
WASHINGTON  
DALLAS  
COLUMBUS  
NEW ORLEANS  
WILKES-BARRE  
ATLANTA  
BUFFALO  
SIOUX FALLS

OMAHA  
DETROIT  
PORTLAND  
ALBANY  
DES MOINES  
PITTSBURGH  
PHILADELPHIA  
INDIANAPOLIS  
CHARLOTTE  
LOS ANGELES  
NEW YORK  
MINNEAPOLIS  
CHICAGO  
SAN FRANCISCO  
CINCINNATI  
NEW HAVEN  
SEATTLE  
MILWAUKEE  
KANSAS CITY  
DENVER  
MAINE (No Report)

Out of 9 offices DIVISION NO. 1 had FOUR over their quota.

Out of 9 offices DIVISION NO. 2 had THREE over their quota.

Out of 12 offices DIVISION NO. 3 had THREE over their quota.

Out of 5 offices SOUTHERN DIVISION has FOUR over their quota.



## Foreign Countries Pay Tribute to Zukor

Australasia, South America as Well as European Countries, Hail Him on His Fiftieth Birthday

By O. R. Geyer

The celebration of the fiftieth anniversary of the birth of Adolph Zukor, father of the feature motion picture and the world's most aggressive and far sighted leader in the development of the motion picture industry, was an event heard the world round. Distance and the confusion of tongues were difficulties easily overcome in the world-wide honors paid our president during the week of January 7th—Europe, South America, Africa, Asia and Australasia joining hands in paying tribute to the man whose genius and ambition were so largely responsible for the miracle-like growth of the screen from an infant industry to one of the world's greatest arts.

Due credit must be given Australasia for one of the greatest of these world-wide celebrations. Under the direction of Managing Director John W. Hicks, Jr., every citizen of Australia and New Zealand had ample knowledge of Mr. Zukor's birthday and the important contribution he has made to the elevation of the screen. Full page and half page advertisements were carried in the leading newspapers in all of the key cities the week of January 7th. Previously the exchanges had made an extensive drive for bookings and collections for this week, and scores of theatres booked Paramount Pictures as their contribution to the celebration.

Every theatre which had booked Paramount Pictures for the anniversary week was supplied with a special slide, prepared by the Sydney office, carrying the following message:

"Jan. 7th, 1923. On his fiftieth birthday a great man guarantees the world its entertainment. Adolph Zukor is fifty years of age today."

This same line was featured in all of the newspaper advertising and publicity matter.

Brazil, too, has a splendid record of achievement in connection with the celebration. Through the initiative of J. A. Vinhaes, the branch manager, announcements of Mr. Zukor's birthday and tributes to the man behind Paramount were carried in practically every newspaper in the entire country. It is safe to say that every citizen of Brazil who could read had ample knowledge of the part played by Mr. Zukor in supplying them with the world's best entertainment.

Reports received by E. E. Shauer, our foreign department director, indicate that this celebration was by no means a local affair. Great Britain, France, the Scandinavian countries, Japan, Cuba, Mexico, the Philippines and many of the South American countries also paid tribute to Mr. Zukor, who was hailed throughout the entire globe as a world citizen of the highest rank.

### Read Fast

First Co-ed—"You look like Helen White."

Second Ditto—"I know it, but I look better in brown."

### New Department for Australia

New Zealand is planning on putting Paramount on the map with even greater emphasis than ever before, the first step in that direction having been the organization of an advertising and exploitation department at our offices in Wellington. Heretofore such matters have been attended to by the head office in Sydney, but when Managing Director John W. Hicks, Jr., found the New Zealand business growing so large as to need additional attention he advised E. E. Shauer of the proposed change and ordered H. Clyde Dridan to Wellington to take charge of the new department.

In view of the fact that New Zealand is approximately 1,200 miles from Sydney, this change will enable Branch Manager A. Macdonald to conduct a more aggressive campaign on behalf of increased sales during the coming year. Mr. Dridan is a well-known publicity writer, having had considerable experience in the department at Sydney, where his articles on Paramount attracted much attention in the Australian press. One of his first steps in his new position will be to increase the use of posters and other accessories required for the proper exploitation of Paramount Pictures.

### Australian Bits

By Albert Deane—Sydney, Australia

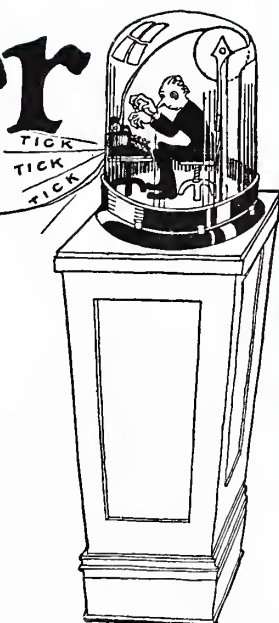
"Blood and Sand" is already in its 4th week, at the Globe Theatre, and threatens seriously to "out-Shek" the "Sheik's" record. Crowded houses, all day long are the order of things.

Agnes Ayres has earned the distinction of having a Sydney racehorse named after her.

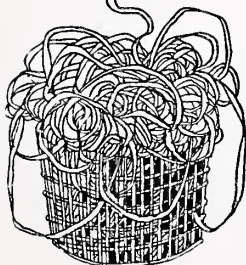
Commencing Saturday, next, Paramount Pictures will have their first release in Sydney at the Strand Theatre, simultaneously at the Haymarket. The Globe Theatre still remains the Extended Season house.



# Pep's Ticker



WHEN YOU CAN SIT THRU ELEVEN REELS OF A MOTION PICTURE AND THEN WANT MORE YOU KNOW IT IS A GOOD ONE—THE PICTURE WE MEAN, FOLKS, IS "THE COVERED WAGON" . . . M . . . M . . . V . . . OUR HATS ARE OFF TO JAMES CRUZE THE DIRECTOR . . . R . . . T . . . LOIS WILSON IS IN NEW YORK ON A VACATION . . . K . . . G . . . WILL RETURN TO THE COAST THIS WEEK . . . T . . . E . . . AGNES AYRES HAD A MILD ATTACK OF THE FLU—SHE IS FEELING HERSELF AGAIN . . . G . . . D . . . THE BIG PARAMOUNT CLUB BALL COMES OFF SOON . . . F . . . H . . . EVERYBODY TALKING ABOUT IT . . . D . . . O . . . T . . . HARRY BALLANCE IS IN ATLANTA THIS WEEK . . . TED YOUNG IS ALSO IN ATLANTA . . . CLAUD SAUNDERS HAS SOMETHING AGAINST TAXI-CABS . . . HE SAYS THERE ARE TOO MANY OF THEM . . . R. W. SAUNDERS, OUR COMPTROLLER, WAS AWAY FOR A FEW DAYS LAST WEEK ON A BUSINESS TRIP . . . CECIL B. DE MILLE WILL INJECT A LITTLE OF TUT-ANKH-AMEN IN HIS FORTHCOMING PRODUCTION, "THE TEN COMMANDMENTS" . . . SAM WOOD HAS A REAL JOB . . . HE IS PICKING SEVEN BEAUTIFUL GIRLS FOR SEVEN WIVES IN A PICTURE ALL AT ONCE . . . WALTER HIERS IS GETTING ON FAMOUSLY WITH "SIXTY CENTS AN HOUR" . . . THE PICTURE WE MEAN . . . BEBE DANIELS IS BACK TO GOOD HEALTH AGAIN AFTER AN OPERATION FOR APPENDICITIS . . . DETROIT SAYS THEY ARE GOING TO DELIVER A RECORD BUSINESS THIS MONTH . . . JOHN FLINN ARRIVED FROM THE COAST . . . HE BROUGHT THE FINISHED PRINT OF "THE COVERED WAGON" WITH HIM . . . OSCAR MORGAN OF COSMO IS IN WASHINGTON, D. C., THIS WEEK . . . MORE NEWS NEXT WEEK.



# "The Covered Wagon" Will Positively—

## Des Moines Dots

By J. E. Kennebeck

Last Sunday's meeting of Salesmen was another example of Paramount Pep, with A. W. Nicolls, Branch Manager, wielding the gavel and leading the discussion with appealing sales talks. So interesting have these Sunday meetings become in the Des Moines Exchange, that since their inception there has been hardly an absence noted among the boys.

In view of the wide news publicity given by the press on the discovery of Pharaoh "Tut's" tomb in Egypt, Mr. Nicolls urged the boys in the field to concentrate a bit on the sale of "Loves of Pharaoh," that the exhibitors may take psychological advantage of the exploitation possibilities—a tip for every Paramourteer.

"Oh, for the life of a sailor!" sang Salesman Ray Copeland last week when he was marooned on an immigrant special in a snow drift near Calmar, Iowa. Yes, he was on a Paramount mission.

"Rev." Frank Crawford, who has earned the sobriquet in the Des Moines office of the parson-fisherman, made a flying trip last week to Atlantic, Perry and Knoxville—all settlements in Iowa. The personal cooperation of Jack Curry, Accessories Manager, is noted in Mr. Crawford's sales report of 100 per cent bookings in the foregoing towns.

Accessories? Jack's report looks well.

Luana, Ia., has 1141 souls, including the police department, a sober chap.

Through the sales ability of "Bill" Copeland, Paramount is the watchword of entertainment in Luana now.

## Cleveland Calls

By R. Labowitch

The Paramount Club was all set for a sleigh ride last Monday night and then it did not come off as there was not enough snow. However, don't lose hopes, members, there'll be more snow later on.

It looks as though Jector has been visiting the Cleveland office. The Booking Department has put up signs urging Exhibitors to start booking PARAMOUNT WEEK. Nothing like getting things started early.

Mr. Fontaine, our manager, has been out of town quite a bit lately, putting forth all his efforts to close the "39." We have the majority of our Key Towns closed now.

## Montreal Mutterings

By T. Dowbiggin

Once again the Montreal staff stepped out and showed their versatility in sport. They trotted out a hockey team that defeated one representing the Imperial Oil Company by the score of 7-5. The game was replete with thrills and hard fought from whistle to whistle. Manager Ed. English was presented with a string of Hot Dogs in case his feet got cold tending goal. The temperature registered Zero, but this did not deter our boys and they went right out and gave John D.'s representatives the best trimming they have received from anybody this year.

This, coupled with their possession of about fifteen cups for bowling scores this year, goes to show that in order to be good in anything, you've got to be good in many others. This mob is good. If you don't believe them, they are open to play any hockey team in the World representing one of the Allied trades.

The time and energy you devote to grumbling at another's error, would often be sufficient to readjust it.

Thoroughness is the true test of permanency.

Don't be too greatly impressed when a man intimates that he is a "self-starter." You have to step on a "self-starter" to make it go.

When you feel inclined to blame poor business on the weather, remember that Mark Twain said something about "people were always cussing the weather, but no one seemed to be doing anything about it."

## New York News

By A. M. Weinberger

There is a very novel epidemic just now among the bookers of New Jersey, which is another form of gripe. To be more explicit, we might call it "Baby Carriage Grip," because for several months to come Hughie Weiman and Bob Fannon will have a grip on the handle of a baby carriage, in view of the fact that they were both presented with baby girls recently.

We are now awaiting announcements from the New York bookers.

With all her troubles Mrs. Garrison, better known as "Garry," always seems to have a smile for everyone and is ever willing to play "Mother" to any employee in need of attention or sympathy.

We do appreciate it, Garry, even though we don't express out gratitude in flowery speeches.

It's Din—Din—Din—

You're a better man than I am—Kitty Flinn.



## Take the Country by Storm

### Albany Arcs

By Cliff Lewis

#### CONGRATULATIONS IN ORDER

We have been making a few changes in the form of promotions with several of our faithful PARAMOUNTEERS—Mr. Ruane, formerly Accessories Manager, has been promoted to the Sales Force; Mr. Robinson, formerly Head Shipper, was given some "boost"—both in position and location; we made him Accessories Manager and sent him upstairs. Bill Mesick, Assistant Shipper, was made Head Shipper. Here's luck to you all, boys.

While out on location for exploitation in the far North last week, Dave Levy, Salesman of Zone 3, and myself were snowbound for a couple days, around Canton, New York. You remember the poem: "The Snow, the Snow, the Beautiful Snow,"—well, we almost had to shovel it to get back.

#### HERE'S A GOOD ONE

While traveling through some of our large hamlets, a Salesman came into one of the exhibitors who reads all the trade papers—of course he knew all about the "Super 39." He proceeded to praise Paramount Pictures and wanted to know when this one picture, "The Super Thirty-nine" was released so he could play it.

Mr. Buxbaum hung his coat and hat in our office for a couple days this week. We're always glad to see "Bux" when he comes to Albany.



### Boul Mich. Blurbs

By Bill Danziger

Mud bespattered and breathing heavily (however in tarnation that's accomplished) J. J. Hess, Accessories Manager, ended a week's trip through the provinces today. He had more orders than a top sergeant.

Jack Wolfberg, city salesman, won the Exchange Bowling Tournament. O'Brien was second and Herb Hayman, third. They do say Lou Goldberg and Bill John Bananas Danziger locked horns in a tie for low game. Woe is us!

Charles Epperson, Sales Supervisor, emerged from the sick bed this week on wobbly legs. Like Andy Gump, in the *Tribune*, Epp says all the rest of the people in the world must have been well, 'cause he had a corner on all of the aches in the world.

### Columbus Chatter

By A. B. Krimmel

The Columbus Paramount Pep Club has started at last—now watch our dust. Heretofore, we have confined ourselves to getting results and not saying anything about it, but from now on make room for us in PEP.

Our first meeting was a real honest-to-goodness peppy one, from the screening of "THE WHITE FLOWER" to "HOME SWEET HOME." We elected our officers as follows: Mr. Adolph Zukor, Honorary President; Mr. H. A. Ross, Honorary Vice-President; Mr. Neal Hagerty, President; Stella Robinson, Secretary; Mary Ryle, Treasurer; Alma Krimmel, PEP Correspondent, and Chairman of the Entertainment Committee. "Napoleon" of our Accessories Department, insisted upon using a music cue to play the victrola during the screening. Yes, we have a victrola, thanks due to Miss Bracken, our switchboard operator. "EATS" I should say so, sandwiches and coffee (minus the cups) but maybe it didn't taste good! After removing the excess chairs from the projection room we finished up the evening with dancing. A wonderful time was had by all, but WAIT until we get started good, you ain't heard nothin' yet.

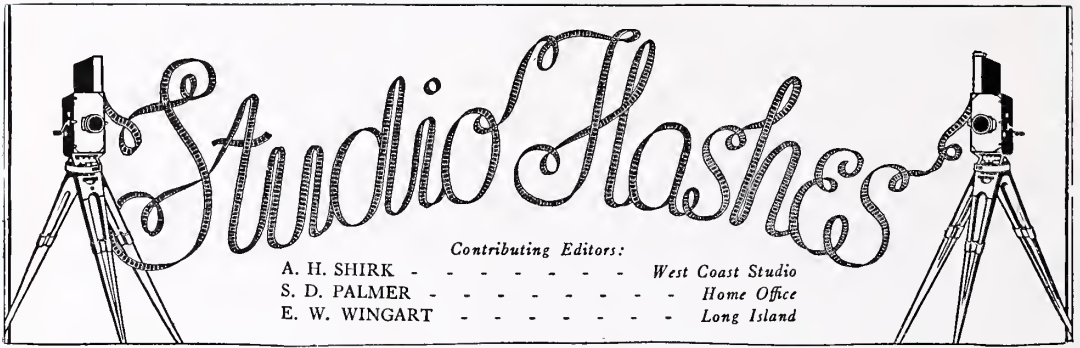
Just have to tell you about the wonderful time we had at the party the Cincinnati Exchange had on the 17th. We believe in "doing unto others as we are done by," therefore, all ye fair damsels and knights of the Cinci Exchange are invited to our first party which will be held in the very near future—and it's going to be a humdinger, too.

Abie Eskin, "the Agent," is recovering from the "Flu"—which all goes to show that you can't keep a good man down.

Among the notables to visit our Exchange within the past week are: our District Manager, Mr. H. A. Ross, Mr. R. A. Schuler, Special Representative; and Mr. T. Faulkner of the Home Office. We were glad to see you all, do it again.

The water gasket in the basement bursted, which caused quite a little excitement—not to mention cold. But, like every black cloud, it had its silver lining, as Mr. Clark, our City Salesman, told us all about the theatre he used to run way back in 1908, and many other interesting things in his past. We also had time before the gasket was repaired to see "RACING HEARTS," which we all enjoyed so much that we forgot it was cold.

While Mr. Ridge and Mr. Clark were in Newark, Ohio, the other day, they had their fortunes told. It still remains a mystery what they were told, but judging from their smiling countenances when they returned we know it was pleasing. We wouldn't be a bit surprised if "Duke" Clark got some inside dope on where to land some new contracts on the "Super 39."



## Long Island Chatter

By Wingart

In filming scenes of the Panama Canal three different ways for Thomas Meighan's latest picture, "The Ne'er-Do-Well," the interesting facts that it takes seven hours to go through the canal by boat, two and a half hours to cover the distance by the canal railroad and twenty minutes to fly over the canal were brought out. Scenes from the air, the railroad and the boat will be shown in the picture.

Lew Cody has arrived in New York from the Coast to play one of the principal rôles in "Lawful Larceny," which Allan Dwan is now preparing for production at our Long Island Studio.

Hope Hampton has taken up her temporary abode at the Long Island Studio where she will soon begin work in "Lawful Larceny," with Nita Naldi, Conrad Nagel, and Lew Cody, under the direction of Allan Dwan. This week Miss Hampton has been busy making tests and otherwise preparing herself for the rôle of the defending wife in the picture.

E. Lloyd Sheldon, who succeeded Thomas J. Geraghty as production editor at the Long Island studio when the latter went to the West Coast, is ill at his home with influenza, which, his doctors said, just missed being pneumonia.

Jules Cowles, who plays the negro rôle of Allan Allen in "The Ne'er-Do-Well," has had his troubles with the part. While in Panama on location he used up all the burnt cork make-up one day and had to paint his body with black barn paint. So far Cowles has used sixteen cans of burnt cork and the picture is not half finished.

Cyril Ring, who played an important part with Thomas Meighan in "Back Home and Broke" has been added to the cast of "The Exciters," the picture Richard Ordynski has just begun at Long Island with Agnes Ayres and Antonio Moreno in the principal rôles.

Holidays make no difference in motion picture making. Thomas Meighan and his company celebrated Washington's birthday by working all day at the Long Island studio making scenes for "The Ne'er-Do-Well."

## What Will I Wear?



Choosing costumes for production is anything but a simple task and many hours of careful consideration are devoted by directors, stars and costume designers in making sure of a proper selection for a picture.

Above shows Betty Compson, left, Chief Designer Ethel Chaffin, center, and Director Herbert Brenon in consultation regarding the costumes for "The Rustle of Silk."



## Wesley Ruggles Turns Thumbs Down on Subject Chosen for Bebe Daniels

There is many a slip between the selection of a story for a motion picture and the beginning of production of it. In the first place, the director has to be satisfied.

An interesting example of this came to light recently when Wesley Ruggles, who has just signed a contract to direct our pictures, was asked to direct a picture made from a certain stage play which our editorial department had selected. Ruggles, who was in Los Angeles, about to leave for the East, was requested to stop in St. Louis on his way from the Coast to witness the play, which was showing there. When he arrived at the Home Office in New York he announced that he could not see a picture in the play and would rather not do it. That settled it. The editorial department began hunting another story that Mr. Ruggles would be interested in and that would fit Miss Bebe Daniels, who is to have the featured rôle when the picture is made.

Many times in selecting stories for our directors to make into screen form as many as a dozen stories or plays are considered before one is found that suits both the ideas of the star and director. Every available bit of printed fiction is scanned, even before it comes from the presses of the publishers, by our editorial department in an effort to find suitable material for Paramount pictures. The zeal with which the story sleuths work is astounding and to the average person many of the stories rejected would appear to be ideal but they are not ideal for production until everybody concerned is satisfied.

## All Set For Summer



Our fair Leatrice believes in preparing for the summer season at an early date and is here shown in her bathing costume, whether it be on the East or West Coast.

Miss Joy is now at the West Coast finishing up "You Can't Fool Your Wife," which George Melford is directing.

## A Patient Patient



When you look at Lew Stone you would not think that he had just been rushed in off the street into this private hospital (as the story goes) for a vital operation. George Melford, Director, is shown looking over the script of this very important scene in the production, "You Can't Fool Your Wife," in which Leatrice Joy, Nita Naldi and Lew Stone take the leads.

Mr. Melford is keen on this particular scene as it is one of the vital points in the story and he has left nothing undone to make it a perfect scene thruout, even to the extent of getting experienced nurses on the set to see that Leatrice Joy as the nurse, handled all the instruments properly in the course of the operation.

Evidently Mr. Stone does not worry in the anticipation of this serious operation for he is carefully looking over a magazine.

## West Coast House Cleaning

Spring house cleaning is under way at our West Coast Studio. The big West Coast plant is being washed and scrubbed by a small army of janitors and janitresses. The swish-swash of bucketed-workers, armed with brushes, is heard even above the rattling clicks of the typewriters in the scenario and publicity departments. The hum of vacuum cleaners has drowned the buzz of the big studio lights.

A thorough victory over dirt is taking place now and stars, studio officials and lesser lights alike are forced to undergo many inconveniences for at least a few days.

Taking advantage of the absence of Gloria Swanson, Agnes Ayres, Bebe Daniels and other stars, the clean-up gang has descended bodily upon the dressing rooms, much to the dismay of Betty Compson, Pola Negri, Jacqueline Logan, May McAvoy and others who are now at work.

Nor have the men escaped. Jack Holt has to jump over water buckets and mops galore to reach his quarters. Charles de Roche, Walter Hiers, Ricardo Cortez, George Fawcett and as many more must undergo similar feats to find their own rooms.

The annual spring drive is on.

## In Paramountown

By Adam Hull Shirk

"The Cheat," starring Pola Negri, started off auspiciously with George Fitzmaurice at the megaphone and Ouida Bergere as the adaptor of this Hector Turnbull classic. Jack Holt is featured as the husband and Charles de Roche is in support as the villain.

For the second day's shooting, in addition to the principals, the following minor folk appeared:

The scene was a fashionable milliner's shop and there were salesladies, assistants, pages, doormen, bridesmaids, mannikins, train bearers, jewelers, perfumers, seamstresses, etc., etc.

The settings are to be unusually fine in this production, which will be exceptional in every way. The story, as most people know, was first produced by Cecil B. De Mille several years ago and has always been a great favorite.

"Hollywood" is progressing splendidly. This James Cruze production is by Frank Condon, adapted by Tom Geraghty and Walter Woods is production editor. A galaxy of stars will appear in the various scenes and Hollywood and the studios will be an open book. Jack Holt and May McAvoy were the first stars to work. Later Ben Turpin, Ford Sterling, Jim Finlayson, Kalla Pasha and others appeared, along with bathing beauties galore. Joe Martin, the educated simian, also worked in a scene, and types of actors of every description are being employed. Vernon Keays is assistant director and Karl Brown is cameraman.

A beautiful hotel set, interior and exterior, was used this week for scenes in Herbert Brenon's production, "The Rustle of Silk," featuring Betty Compson and Conway Tearle. It occupied half of one of the big stages and hundreds of minor players were used.

Betty Compson looked as lovely as a day in spring in a charming evening gown. Mr. Tearle and Cyril Chadwick were immaculate in full dress. Anna Q. Nilsson has completed her rôle in the picture which was adapted by Sada Cowan and Ouida Bergere from Cosmo Hamilton's novel. Julia Crawford Ivers is production editor.

Sam Wood expects to start "Bluebeard's Eighth Wife" next week with Gloria Swanson starred. Sada Cowan adapted this from Charlton Andrews' adaptation of Alfred Savoir's noted New York stage success. Beautiful sets, fine costumes, lovely girls—including the seven other "wives," and a great cast—will make this a splendid attraction and one of Miss Swanson's most charming offerings. Julia Crawford Ivers is production editor.

Walter Hiers worked largely in a small town soda fountain this week for "60 Cents an Hour," which Joseph Henabery is directing. With apron and hand-me-down clothes, he was very unlike the usual immaculate Walter Hiers, but his comedy is clean cut and unctuous. To see him drinking one of his own concoctions is to laugh unrestrainedly. Jacqueline Logan is featured in support. The story is by Frank Condon, adapted by Grant Carpenter.

### A Son's Retort

"Son, every time you worry me I get a gray hair."

"Gee, pop, you must have been a bird; look at grandpop."

### Hats, Hats, Hats



We call this a woman's heaven—at least that's what Agnes Ayres says it is and she further declares that any woman can be made happy with as many hats as she can carry—Husbands, here's an idea.

### Gowns and Then Some

Seeing one's bridal trousseau worn by beautiful women in advance of the wedding—that's the feature of one of the big scenes in "The Cheat," starring Pola Negri, produced by George Fitzmaurice. In a marvelous interior, dozens of exquisite girls in some of the most sumptuous gowns, negligees, lingerie, etc., also eight bridesmaids in striking novelty gowns; tiny little girls as train bearers, etc., made one of the prettiest pictures ever "shot" at the West Coast Studio. Jack Holt is seen in a featured rôle in this film and Charles de Roche is in support in the heavy characterization. And, of course, Miss Negri will wear costumes that will, in the familiar phrase, beggar description. Here's a picture that will be a winner—it has everything that the veriest fan could desire—and then some.



## Lois Wilson Enjoying Vacation in New York

Lois Wilson, who will be seen in one of the featured rôles in James Cruze's production, "The Covered Wagon," and who recently portrayed an important character in Pola Negri's first American starring picture, "Bella Donna," is in New York for a brief vacation. She will remain in the city until March 5th, before returning to Hollywood to start work in the leading rôle of William de Mille's production, "Only 38." While in New York Miss Wilson is stopping at the Hotel Pasadena.

## "B" Natural and "C" Sharp

An ear for music is one of the essentials for would-be members of our West Coast publicity department. Folks desiring to spread the fame of Gloria Swanson, Pola Negri, Agnes Ayres and others by-way-of the typewriter route must be able to distinguish "A sharp" from "B Minor."

The Publicity department, having long been answering telephone calls for each other and undergone much confusion in so doing, has evolved a set of signals by means of which the house telephone operator can call any one person without bothering others.

Adam Hull Shirk, Publicity Director, at the West Coast, has a telephone to himself. Jim Fidler and Arnold Prince, on the same line, have a deep toned bell. One ring is for Jim; two for Prince. Arch Reeve, Al Wilkie and Barrett Keisling are on a third phone, taking one, two and three rings respectively. Their bell has a high shrill ring.

## Another Victim

Two bucks, on leave to Paris, were improving the fleeting hour by a tour of the museums. In one of the Egyptian rooms they stood in awe before a mummy, over which hung a card inscribed: "B. C. 1006."

"Watcha s'pose that means, Bill?" asked one much mystified. The other was reluctant to confess ignorance.

"Oh, that," he replied airily. "That's the number of the auto that killed him."

## "Grumpy"



Theodore Roberts

To the left is Theodore Roberts as "Grumpy," William de Mille's production of the same name, featuring Mr. Roberts, May McAvoy and Conrad Nagel.

This will add another famous characterization of the already long list of Mr. Roberts and from the looks of the photo we'll say he is again going over the top in this characterization.

## In the Far North, B—r—r—r!



Above is Alice Brady in the foreground with her director, Henry Kolker, and Ned Hay extreme right.

Lefty Flynn is standing in the back of Miss Brady and Sonia Levine is seated on a pile of logs.

The photo was taken in Canada recently, where the company was photographing scenes for "The Snow Bride"—and the temperature was 40 degrees below zero, in fact, so cold that when cameraman Miller tried to rewind film in the camera, it snapped to bits, having been exposed to the cold air.

## Agnes Ayres Suffers Mild Attack of Influenza

Agnes Ayres, who recently arrived from the Coast to play in "The Exciters" with Antonio Moreno, has been confined to her apartment in New York during the past week, with a slight attack of influenza. Production of the picture was suspended for several days on account of her illness.

We hope Miss Ayres will be her healthy self by the time you read this.

## "Grumpy" a Winner

Dear Mr. Pep:

Just wanted to tell you that "Grumpy" is one of the most entertaining pictures I have ever seen. William de Mille has created a sure-fire box office attraction—a mystery story that teems with action and as the central figure, Theodore Roberts in the title rôle, is immense. And too much praise can hardly be accorded May McAvoy and Conrad Nagel. Casson Ferguson is a smooth and dapper villain. But aside from the cast the story holds you every minute and you don't realize that it is finished till suddenly "the end" flashes on the screen and you come to. Human, interesting, humorous, delightful and thrilling—that's "Grumpy"—a real picture.

ADAM HULL SHIRK.

## "Covered Wagon" Posters



After having viewed the featurette on "The Covered Wagon," and having seen the posters rolling out of Al Thorne's department, we are now convinced that production will back up the posters and the posters the production—a finer lot of paper has not been seen in many a day such as is turned out on this big production.

### Justified

Johnny—"What makes that new baby at your home cry so much, Tommy?"

Tommy—"It don't cry so much; and anyway, if you had all your hair off and your teeth out and your legs were so weak you couldn't stand on them, I guess you'd feel like crying, too."

### Fatherly Advice

Father (from upstairs)—"Helen, isn't it time for the young man to go home?"

Young Man—"Your father is a crank."

Father (overhearing)—"Well, when you don't have a self-starter a crank comes in mighty handy."

—*Boston Transcript.*

### Easily Explained

Whenever the Rev'ren' Tobias Skiller called on Aunt Sally, it was her custom to place a large plate of gingerbread before him and then ply him with what she called "religious 'spoundin's."

"Whaffo do de Lawd send epidemics unto de land?" she asked him one day.

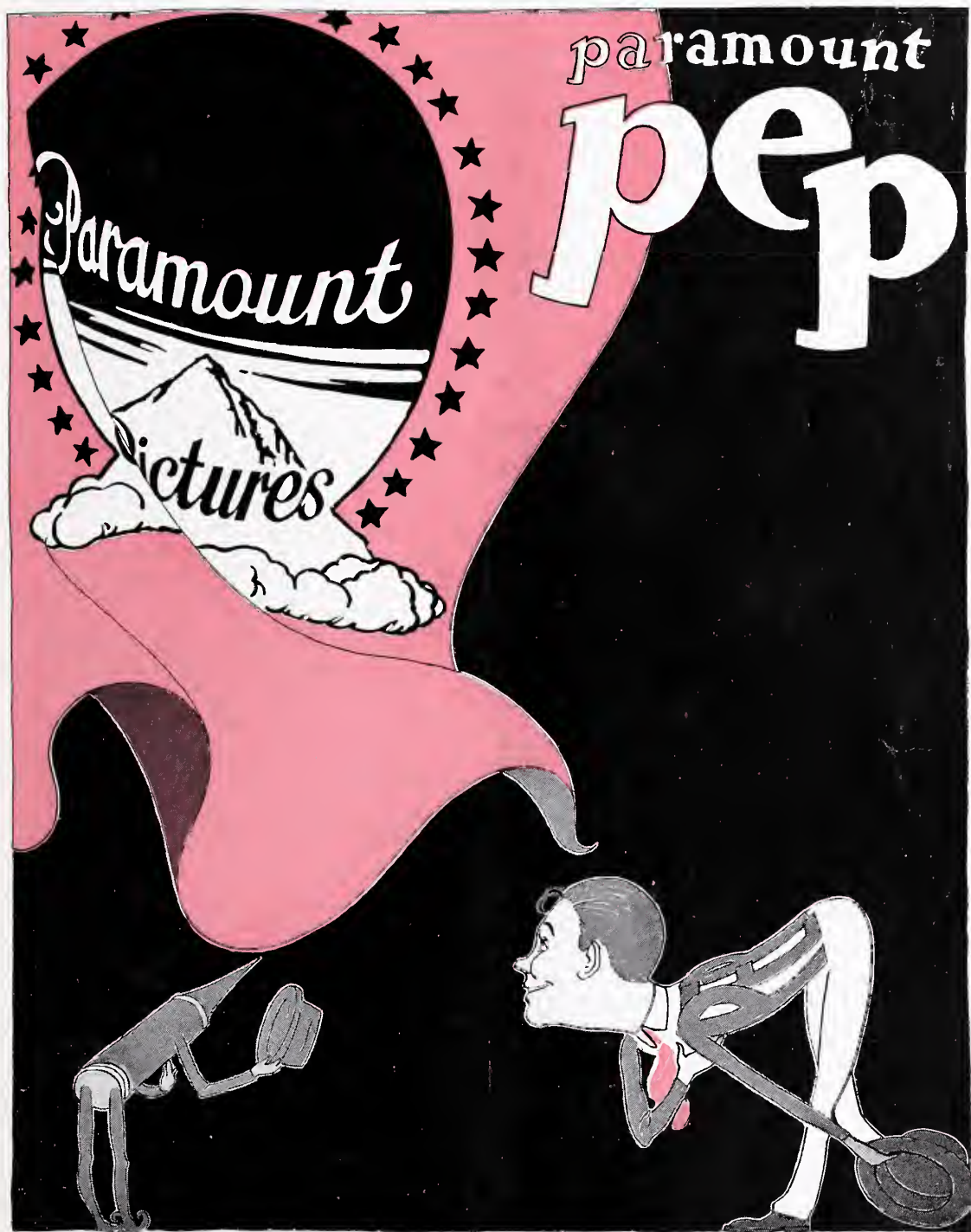
"Sometimes folkses gits so bad dey mus' removed, whe'upon de comin' of an epidemic am permitted," replied the parson.

"But," objected Aunt Sally, "den huccum de good folkses gits removed longside de bad ones?"

Not a trace of embarrassment was evinced by the rev'ren'.

"De good ones is summoned fo' witnesses," he explained. "De Lawd aims to give every man a fair trial."





"our hats off to you ol' boy"

## Zukor and Kent in Paris

Both Enjoyed Trip Overseas and Proved Themselves Good Sailors

A special to PEP from C. G. Bowden

Having been given a riotous and wonderful send-off on their trip to Europe, Adolph Zukor and S. R. Kent arrived safely after a glorious trip with but a few rough days.

Mr. Zukor stated that he did not remember when he enjoyed a trip more and Mr. Kent, although it being his initial trip abroad, expressed himself as thoroughly in accord with Mr. Zukor's sentiments.

They were met at Cherbourg by an enthusiastic delegation.

A huge banner was stretched across the pier with a sign reading "welcome, Messrs. Zukor and Kent," and when they boarded the train which took them to Paris, small and attractive placards in their compartments were very much in evidence and read, "Welcome, Mr. Zukor and Mr. Kent. Paramount wishes you a very pleasant time in France."

The accompanying photograph shows Mr. Zukor and Mr. Kent just entering the Claridges, a hotel in Paris, on a rainy evening, the weather however, having nothing to do with their high spirits on this eventful trip.



Commenting on the trip Mr. Zukor said: "Mr. Kent and myself luckily took to the water like veteran sailors—we walked the deck to what seemed to us a total mileage of the entire length of the journey. We were delighted with our send-off and reception and appreciated it very much."

At Cherbourg they were met by the Paris Publicity man, Mr. Simond, and an interpreter. Photographers were on the job getting photographs of Mr. Zukor and Mr. Kent at the Paris office and they were greeted by John C. Graham, European Director, Adolphe Osso,

(Continued on page 5)

### "Adam's Rib" Goes Over Big in the Middle West

Salt Lake, Omaha and Los Angeles celebrated big openings of Cecil B. De Mille's "Adam's Rib," last week.

In a telegram to John Clark, R. D. Thomson, Branch Manager at Omaha, said:

"Adam's Rib opened here at the Strand Theatre yesterday to a gross business that was approximately twenty per cent better than Manslaughter — capacity business prevailed from three in the afternoon until beginning of last show with exception of supper hour — Adams Rib well received by public and newspaper critics and audience applauded picture several different times which is something very unusual for patrons of motion picture theatres to do here"

R D THOMSON

Louis Marcus, Branch Manager at Salt Lake, also sent a wire to Mr. Clark which read:

"Adam's Rib opened Paramount Express March first and first four days broke all records for attendance at that theatre having shown to over eighteen thousand paid admissions in four days—house seats fourteen hundred"

L MARCUS

A. M. Botsford received a wire from Jerome Beatty to the effect that:

"Adam's Rib for the first four weeks at the Rialto Theatre in Los Angeles did over seven hundred and fifty-one dollars more than 'Manslaughter' at the same theatre over the same period."

### Thru the Medium of PEP

I wish to extend sincere thanks and deep appreciation on behalf of Mrs. Frawley and myself for those who so kindly remembered us in our hours of bereavement.

G. B. J. FRAWLEY



## The "We Will" Twins

When Branch Manager Milton Hirsch of the Peoria Exchange hit upon the idea of sending two salesmen out together, he did a real good thing.

Messrs. O'Connor and Carmichael started out together recently to visit several towns and we know of no better way than to reproduce a part of Mr. Carmichael's letter to Mr. Hirsch, explaining their success to date.

The letter was received from the field and read: "If ever two Paramount men were sold on a Paramount proposition, we two are. We never have had so much pep and enthusiasm as now, and I think our sales in all these towns will prove our enthusiasm is not groundless.

"We have sold every town as you can see from the contracts, and each contract is excellent.

"O'Connor did wonders for me in my territory as I knew he would, and I hope that my efforts in Chatsworth and Gilman today are only a drop in the bucket of results which we will bring in from his territory.

"Here's your pledge for SOME RESULTS in the next few weeks. Line up some tough ones for us, and we will go out and knock them over for you."

The "WE WILL TWINS."

We'll say this is the real Paramount spirit and from what the big boys tell us the "We Will Twins" will do it up right.

'Tis said a man is judged by the company he keeps. Isn't it equally true that a man is known by the company that keeps him? "It is a mark of distinction" to be a Paramounter. Let us do nothing that will in any way lessen that distinction.—BAM.

## From Montana



Fred H. Smith

It is with great pleasure that we introduce Fred H. Smith, Manager of our Shipping Office at Butte, Montana.

This office is small but is already on its admirable and efficient basis and Butte is just as much in the running as any other exchange in the country. They are all Paramount from the tops of their heads to the tips of their toes.

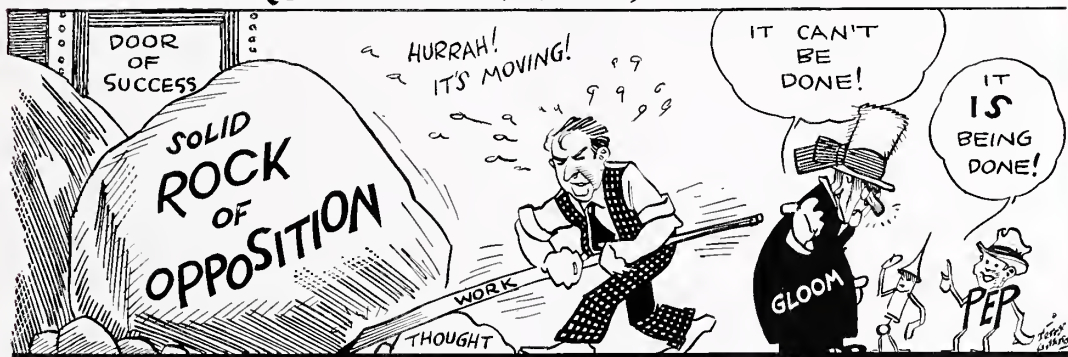
## Washington to Have Dance

The second annual dance of the Washington, D. C., Paramount Pep Club takes place Saturday, April 7th, at the fashionable club in the Capitol city.

F. M. Boucher, Chairman of the Entertainment Committee evidently believes in doing things up right for he secured the original Peacock Orchestra, well known thruout this part of the country, to furnish the music for the many anxious dancing feet.

The affair will be informal, refreshments served and tickets will sell for \$2.00 each. If you are in or around Washington on this date, drop in and get \$50.00 worth for \$2.00.

## ROLL IT AWAY, BOYS!



Some say I can, others say I can't, but who else would say I can't, other than the gloom cast?

It is all in the leverage and that leverage must be good hard work, based on the fulcrum of thought and loyalty to the organization you represent.

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 MARCH 7, 1923 No. 35

## The Climber

We have found, as many others have, that many a chap has successfully gripped the bottom rung of the ladder of success on his climb to the top by just good common ordinary sense, backed up and carried on by INITIATIVE.

This article is not based on any psychological thesis but purely on what has actually taken place in the ranks of the Famous Players-Lasky Corporation, since the day of its existence.

Stop a minute—then look at the successful fellow, not in envy, but in the light of approval to the rung he has climbed and how he holds it. It is something that fellow has done to put him where he is—this is not a simple conclusion but one deserving of thought on your part.

Why?

For the simple reason that this man is just as you and I, a human being hobnobbing with the millions on earth—but, he has put into play qualities of his own that have brought him recognition from those who desire his acquisition, hence he is in demand and when a fellow is in demand he is proving himself a worthy subject for those he represents.

It is interesting—most interesting to follow the careers of many men in our organization and know that they started just about as far down the bottom of the ladder as anyone could, but upon climbing they gathered and held all knowledge obtained during these interesting periods so that when a high rung was reached they were thoroughly acquainted with what they had passed thru.

Initiative—Forethought—Loyalty—Honest to goodness effort, something that all of us have, are the things to which the successful men owe their climb.

They did not go out and purchase these assets—they were just of plain ordinary good stock that God gives to every man, whether he uses it or not.

Now, indeed—don't envy the man who has risen; just congratulate him and pattern after his ideals.

### MR. PEP SAYS:

Get men who think more of the winning than they do of the recompense.

## An Oregon Recruit



In the above photo is Louis Stang, Head Booker at our Portland office, presenting Fred Gordon, right, the latest recruit to our sales force at that exchange.

Mr. Gordon who for the past two years has been selling tires, replaces Mr. Vernon R. Moore.

Gordon became so impressed with the excellence of our product that he immediately made strides for C. M. Hill's office in Portland. Now, instead of tires, he carries the famous contracts over the same territory.

A hearty welcome to Fred Gordon.

## A New Wrinkle

In the many years of the existence of PEP, we have received some very interesting doings of Paramount Exhibitors, but A. W. Nicolls, Des Moines Branch Manager, hands us a new one. He says:

"We have a real live wire exhibitor in Iowa by the name of Ted Bryant, and while in the exchange the other day he told us of a novel idea. He placed one of our 1923 date books on the Super Thirty-nine, containing all of his bookings in the Public Library in his city.

"The record showed that that particular date book had been out and returned eighteen times in two months."

We'll agree with Mr. Nicolls that this is indeed a new idea and of exceptional advertising value, not only to exhibitors but ourselves.

PUNCTUALITY is the courtesy of kings,  
The duty of gentlemen  
A necessity with business men,  
And a habit with persons of judgment.

—The Kodak Magazine.



## Think Twice Before You Put In Writing

### New York Exchange Dance

On Thursday evening, March 15th, members of the New York Exchange Paramount Pep Club are in for a big affair to be held at the old building, 729 Seventh Avenue.

The committee comprising Kitty Flynn, A. M. Weinberger, and Lillian Bergson, have promised a one hundred per cent good time.

The partitions have all been taken down in the old building, the floor waxed, and the exchange beautifully decorated for the big party. Aside from a good jazz orchestra and surprise entertainment, a first-class catered supper will be served at eleven P. M.

From all indications the New York Exchange Pep dance will go down in history as a lively one. Thanks to the efforts of Misses Flynn and Bergson and Mr. A. M. Weinberger.

### That's Enterprise!

By Bill Danziger

Nestling between the shoulders of Dan Rowe, Chicago Booker, is a head. And within the cranial cavity exist a cerebrum and cerebellum—to wit, brains. Listen, dearies, to this bed-time story:

Valentino—the sheikish person—was making a week of personal appearances at the Marigold Gardens, Chicago's most effete cabaret. Says Dan to himself, sez he, mebbe Ernie Young will buy some Valentino fan photos to distribute among his guests. Indeed, Ernie would. Rowe scurried back to the Exchange and waddled out under a burden of 10,000 photos which he bought at a cent and a half a copy. The Marigold bought 'em from Rowe at three cents each.

Thus did Daniel Rowe annihilate the proverbial duet of feathered denizens of the ozone with one geological specimen. He exploited Valentino—whose late pictures are still commanding lucre in Chicago—and made the cost of a series of ham sandwiches.

Now you tell one better than that!

### Atlanta Paramounter



Mr. E. Dawson

Folks, this is Mr. E. Dawson, one of the sales staff in our Atlanta office.

Mr. Dawson is in charge of Zone six and for a great many years has been identified with sales work.

He contends that the desire of the salesman to acquire the exhibitors goodwill, knowledge of product and earnestness of purpose, will win success for any salesman.

### Zukor and Kent—

(Continued from page 2)

Manager of our Paris office and Mr. Blumenthal of Berlin.



### LUDVIGH ARRIVES

E. J. Ludvigh, Secretary and Treasurer of our corporation, in charge of our Legal Department, arrived shortly after Mr. Zukor and Mr. Kent at the Paris office and extended hearty greetings, claiming that it looked like an old home meeting.

At the time this communication was received from our correspondent, Mr. Zukor and Mr. Kent were enjoying the balmy sunshine in France.

### FRANCE KNOWS OF THEIR ARRIVAL

It certainly was evident from the large amount of clippings received in this country from the prominent newspapers in Paris, that everyone knew of Mr. Zukor and Mr. Kent's arrival, and furthermore, it showed that E. E. Shauer's publicity staff abroad was on the job thruout.

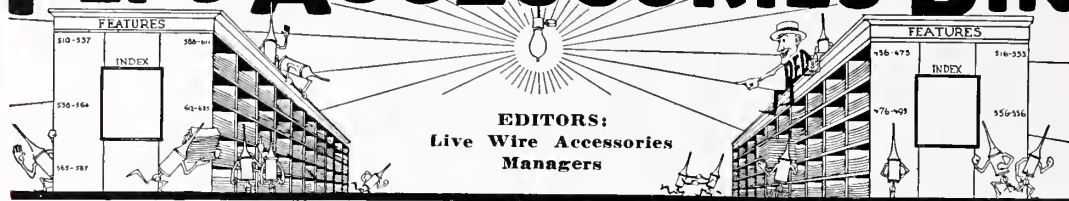
We will keep you advised, thru PEP, of the important points on their trip.

Mr. Zukor and Mr. Kent will return to the states about the middle of April.

### MR. PEP SAYS:

Those who attain to any excellence commonly spend life in one single pursuit, for excellence isn't often gained upon easier terms.

# PEP'S ACCESSORIES BIN



## Gluck Presents and Answers a Problem

### PROBLEM NO. 1

**NOTE: Send in your problem and answer now—let's keep the ball rolling—each day we live and learn—PEP**

Many exhibitors instead of using our pictorial one-sheets, three-sheets and window cards have their own block paper and cards printed up to show the entire week's program.

They say that they would prefer to use our paper but that it would cost too much in large quantities because they must have snipes made for the paper and imprints for the cards.

Well, my reply to this problem is as follows:

In the first place, Mr. Exhibitor, I want to drive home to you the fact that your ultimate aim and object with any advertising that you do is to attract the attention of the passerby, so that he will look at the particular ad and see what is playing at your theatre. His impression of that ad will largely decide whether he, or any of his family, will or will not go to see your show.

Well, then, you know as well as I, that out of every one hundred passing your block ad, only a very small per cent of the people will even glance at it, or be attracted by it. While on the other hand, out of the same number of people passing a stand displaying a beautiful colored pictorial sheet or card nearly one hundred per cent will stop and look.

In the second place, as to the investing of a few dollars more for the better display don't your common sense tell you that it is "penny wise and pound foolish" to save a few cents on the initial outlay for cheap advertising and then lose dollars at the box office?

Wouldn't you rather spend a dollar more for an attractive display knowing full well that that extra dollar well spent will later gladden your heart from a financial point?

Another point, Mr. Exhibitor, the average human mind is so constructed that it cannot grasp more than one idea at a time, and if the average person sees a block sheet advertising a dozen pictures at once the chances are that he won't remember two minutes later what he did see, whereas if he sees a beautiful card or sheet of pictorial design just advertising the one picture, the impression is bound to remain pretty permanent and will bring the desired result.

**PICTURES EXPRESS IDEAS BETTER THAN WORDS.**

### Oh, Lady, Lady!

Miss Blumenfeld in the Minneapolis Accessories Department put over a sale of 5,000 Roto Sections to the Strand Theatre, Grand Forks, N. D., one thousand of each of the five pictures in the Super 39 on which this item was furnished.

Well, the girls always did have it on us. They smile so much more prettily.

## Cohen Transferred

Sammy Cohen has been transferred from Cincinnati to take charge of the Accessories Department in the New Jersey Exchange which will be opened within the next ten days.

Art Mueller has been transferred to Cincinnati to take the position of Accessories Manager there, vacated by Sam's transfer.

R. P. Moray has been appointed Accessories Manager at Indianapolis to take over Mueller's work.

We wish all of them good luck in their new assignments and we know that if going after business means getting it, these boys will deliver.

## Edelman Visits Home Office

Lou Edelman dropped in to Home Office on Saturday and we have never seen him more enthusiastic about accessories sales prospects at Washington. Incidentally, this enthusiasm has already been reflected in the sales for the past three or four weeks. They are on the jump.

When we told Lou that it was great work, he blushed modestly and said: "Thank the Washington salesmen, not me. Each and every one of those boys is on his toes to get accessories orders. And with Mr. Hunter behind us all, there are more contracts coming in with accessories orders attached to them than ever before."



## Nicolls Says—

I am deeply interested in the Accessories Department and we are all working here trying to keep over the dead line—not only over it but we want to be on top.

I think it is a wonderful idea to carry the boys' standing in the Pep as I know our Accessories Manager, Mr. Jack Curry, is very anxious each week to see our standing and he tells me he is going to get above that line and stay there and then get on top. You can rest assured that the Des Moines Accessories Department is not going to be one of the tail enders.

Very truly yours,

A. W. NICOLLS,  
Des Moines Branch Manager.

"For week ended March 3rd, we sold 24 24-sheets, 669 window cards, 17,000 heralds, 131 insert cards and 8 frames."

NEAL HAGERTY,  
Columbus Accessories Manager.

## Where Do You Stand?

The following is a report of the number of Gilt Frames sold during the five weeks ending March 3rd:

Exchange	Number Frames Sold
MAINE .....	1
DENVER .....	1
SALT LAKE .....	1
NEW HAVEN .....	2
SIOUX FALLS .....	6
NEW ORLEANS .....	6
MILWAUKEE .....	10
PEORIA .....	11
ALBANY .....	13
PORTLAND .....	16
PITTSBURGH .....	17
MINNEAPOLIS .....	17
INDIANAPOLIS .....	19
SAN FRANCISCO .....	22
COLUMBUS .....	22
OKLAHOMA CITY .....	23
CHARLOTTE .....	27
OMAHA .....	29
PHILADELPHIA .....	29
SEATTLE .....	30
CINCINNATI .....	31
LOS ANGELES .....	39
DETROIT .....	46
DALLAS .....	48
WILKES-BARRE .....	59
KANSAS CITY .....	61
ST. LOUIS .....	79
WASHINGTON .....	85
CHICAGO .....	100
DES MOINES .....	115
ATLANTA .....	119
NEW YORK .....	148
BUFFALO .....	171
CLEVELAND .....	301
BOSTON .....	444

## Atta Boys!

### 18 Exchanges Over Accessories Quota for Month Ending March 3rd

#### How you finished:

1. Charlotte
2. Des Moines
3. Columbus
4. Washington
5. Boston
6. Seattle
7. Maine
8. Omaha
9. Buffalo
10. Atlanta
11. Sioux Falls
12. Pittsburgh
13. Salt Lake
14. Denver
15. Milwaukee
16. Cleveland
17. Philadelphia
18. Wilkes-Barre

19. St. Louis
20. Oklahoma
21. Albany
22. Portland
23. Minneapolis
24. Dallas
25. New York
26. Kansas City
27. Peoria
28. Indianapolis
29. New Orleans
30. Los Angeles
31. Detroit
32. Chicago
33. New Haven
34. Cincinnati
35. San Francisco

## Mark On the Job

Mr. Mark S. Cummins, our Accessories Manager, broke all records of the department this week. His total sales amounted to \$1,168.82, and included in this total is a record-breaking sale on the following items:

Heralds, 78,000,  
Gilt Frames, 114,  
Insert Cards, 647.

Mark sure has his nose to the grindstone and there isn't an exhibitor who comes into the office that doesn't get some kind of an argument out of him as to increasing his box office receipts by ADVERTISING.

## Letter Value

Our circular letter in regard to the new proposition on Fanfotos has been out about ten days, and we have already received orders for 7,100 Fanfotos. We expect to receive a number of additional orders within the next couple of weeks which will increase this amount considerably.

W. W. CALDWELL,  
Oklahoma City Accessories Mgr.

# In the Foreign Field



## Immense and Rapid Growth of Accessories Abroad

**E. E. Shauer Vitally Interested in Welfare and Distribution of Accessories in Foreign Countries**

**By O. R. Geyer—Mgr. Foreign Publicity**

The use of accessories in exploiting Paramount Pictures is becoming as permanent a feature in the motion picture industries of other countries throughout the world as it is in the United States, thanks to the aggressive salesmanship of E. E. Shauer, our Foreign Director, under whose leadership Paramount has become first in fact as well as in name. Countries which a few years ago were using only negligible quantities of posters, photos and other advertising accessories today are constantly increasing their orders for first aids for the live-wire exhibitors of their respective countries.

Posters, lobby photos, advertising cuts and mats, publicity photos, window cards, heralds, slides, insert cards, fanfotos, colored 22x28 star photographs, trailers, star cuts, press books, exploiters banners and other Paramount accessories are being used today in all corners of the globe. As an illustration, more than 200,000 fanfotos have been used to date, and numerous reorders are pending. When one stops to consider that duties (in some cases of an excessive nature) are levied on accessories such as these, this demand assumes greater importance. Australia,

### Boosters in Japan

Paramount's boosters in Japan—Tom D. Cochran and "Bob" McIntyre—are accomplishing wonders in putting across the Paramount trade mark in the land of the rising sun, according to E. E. Shauer, our foreign manager. Although our Tokyo office has been in operation only about 6 months, our Japanese business has shown a handsome increase and is growing larger each month.

Best of all, however, in its promise for the future, is the tremendous impetus given the use of our trade mark in Japan. The enthusiasm of "Tom" and "Bob" is being communicated to theatre owners to a most remarkable extent and a number of the leading theatres throughout the country are featuring the trade mark above everything else in their own poster advertising.

Prominent exhibitors are beginning to realize the value of our trade mark as a business getter and hereafter will give it the position of prominence in all of their advertising.

### Miss Graham to Wed

*(Special to PEP)*

Announcements have been received at our Home Office of the forthcoming marriage of Dorothy Cecil Graham, the daughter of Mr. and Mrs. John Cecil Graham of 42 Park Lane, London, to Mr. Bernard Morris Greenhill, also of London. The ceremony will be solemnized Wednesday, April 4th, at 2:30 o'clock at St. Margaret's, Westminster, following which a reception will be held at Claridge's.

Her father is our General Foreign Representative and the Managing Director of the company's two British organizations. Mr. Greenhill is well known in London social and business circles as his father is interested in one of the largest companies manufacturing raw film stock in Great Britain.



*E. E. Shauer, our Foreign Director, keeps tab on foreign posters and is here shown surrounded by a bevy of them in his office. Also in the photo are: Mr. Joseph Seidelman, Mr. Shauer's Assistant and Miss A. L. Le Viness, Secretary to Mr. Shauer*

when it found that the duties demanded by the government were so heavy as to make difficult the task of disposing of fanfotos without a loss, met the crisis by printing up one million of its own fanfotos.

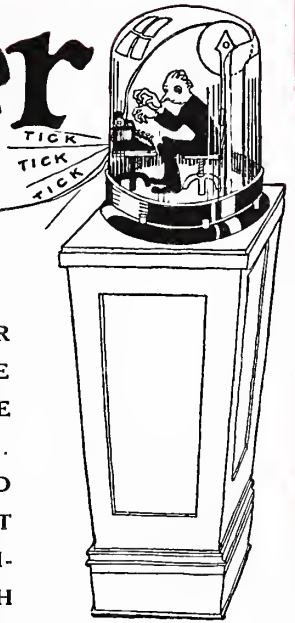
Some weeks ago a campaign was undertaken to encourage the use of trailers in exploiting our pictures, with the result that twelve trailers on each production have been ordered by our Foreign Offices and customers, with many countries yet to be heard from. Brazil is using five trailers and finds the theatres keenly alive to the value of this accessory.

Insert cards have proved a valuable addition to the exhibitor's helps being used abroad. Present

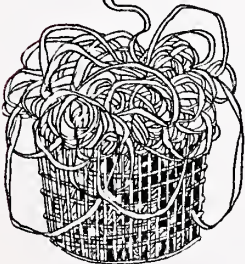
*(Continued on page 11)*



# Pep's Ticker



MR. LASKY LEAVES THIS SATURDAY FOR THE COAST—HE WILL RETURN SOME TIME IN MAY . . . HARRY BALLANCE GETS BACK FROM SOUTHERN TRIP . . . G. B. J. FRAWLEY TAKING A MUCH NEEDED REST . . . HARRY ROSS, DIST. MGR. AT DETROIT, WAS IN THE OFFICE ON BUSINESS LAST WEEK CONFERRING WITH GEORGE WEEKS . . . GEORGE SCHAEFER WAS ALSO IN FOR A DAY . . . P . . . L . . . M . . . NEW YORK EXCHANGE GETTING ALL READY TO MOVE TO THEIR NEW QUARTERS . . . JAMES CRUZE, DIRECTOR, AND CARL BROWN, CAMERAMAN FOR "THE COVERED WAGON" PAID A VISIT TO LONG ISLAND STUDIO . . . J . . . H . . . B . . . MR. LASKY ANNOUNCES GLENN HUNTER HAS SIGNED FOR FIVE YEARS . . . HIS FIRST PICTURE TO BE F. SCOTT FITZGERALD'S "THIS SIDE OF PARADISE" . . . SEE STORY IN STUDIO FLASHES . . . "THE COVERED WAGON" GIVEN TREMENDOUS OVATION AT CRITERION OPENING . . . NITA NALDI TO HAVE MODERN CLEOPATRA ROLE IN ALLAN DWAN'S PRODUCTION "LAWFUL LARCENY" . . . B . . . E . . . O . . . PARAMOUNT BALL ECLIPSES ALL FORMER AFFAIRS . . . SEE STORY . . . NEW YORK EXCHANGE GIVES PEP DANCE AS FAREWELL TO THEIR OLD BUILDING AND SUCCESS TO THEIR NEW HOME THURSDAY EVENING, MARCH 15TH . . . SEE STORY.



# Covered Wagon — Bella Donna — Just—

## Indianapolis Exchange Puts Over Big Party

By Fred E. Walters

Believing that actions speak louder than words, the members of the staff at the Indianapolis Exchange surely put the old proverb into effect when they staged a big party on Friday evening, March second, which was intended primarily as a farewell testimonial to A. R. Mueller, departing Accessories Manager, who has been transferred to the Cincinnati Exchange. Here he will assume charge of the Accessories Department and continue to jazz up the Exhibitors on the use of PARAMOUNT accessories.

However, as this was really the first party ever given by the Indianapolis Exchange, it also served as a real get-together for the members of the office and various departments and from all indications, events of this kind will be regular things every so often at the Indianapolis office.

The idea of giving the party originated in the mind of Miss Helen Finnegan, Accessories Department Stenographer, and bore fruit when she took the matter under advisement with Miss Ramona Bertram, Maintenance Clerk. Between the two, these two young ladies certainly staged a real event and to them goes all the credit which made the affair all that it was.

They decorated the entire second floor of the exchange in a most artistic manner, had plenty of favors for everyone attending and last but not least, served a dandy little lunch.

With the aid of our new Manager of the Accessories Department, Ronald Moray, an exceptionally loud-toned Victrola was secured and all the boys either borrowed or stole from their home all the best dance records that could be procured. Of course it is quite needless to say that everyone came with his dancing shoes on and "many a sole was worn thin, ere the night was o'er."

To mention everyone that was present would require too much space, however, as Mr. Reagan, our genial Branch Manager remarked—everybody that did come sure did have a good time—even Gene Knox Haddow. The fact is, we believe, that Gene came down especially to attend the party (he won't admit it but we know it's so, for we know what a bearcat he is when it comes to shaking a mean hoof on a polished floor.) Last but not least, a jovial jolly good time was had by all.

## Fur and Long

A stranger strolled up to a colored prisoner who was taking a long interval of rest between two heaves of a pick. "Well, Sam, what crime did you commit to be put in overalls and under guard?"

"Ah went on a furlong, sah."

"You mean you went on a furlough."

"No, boss, it was a sho-nuff furlong. Ah went too fur and Ah stayed too long."

## St. Louis Slants

By Bill Harwell

Bill DeFrenne, better known as Butch, slipped away last week for a little jaunt into the territory, landing a fat contract for 80 pictures. When we tell you that these 80 Paramounts will be played in two theatres during the short time between June 1st and Nov. 1st, you will join us in a rousing three cheers for Butch. Butch is in charge of the City Zone, which, incidentally, is batting over 100%.

Recently "your truly" answered an emergency call to Centralia, Illinois, to assist in staging a Fashion Show in connection with "The Impossible Mrs. Bellew." It fell to my lot to teach the fair maidens the fancy steps, the graceful turns, and the promenade. Picture me, if you can, gliding hither and thither across the stage, as graceful as an old cow, and feeling about as much at home as a Hun in the Yanks camp. You didn't tell me, Chief, that I had to be a dancing master, but "Barkus is willin'."

The writer wishes to thank Salesman McBride, through the columns of PEP, for his co-operation with the Exploitation Department. Mc. has been successful in placing the publicity story about Mr. Zukor's International Conference in several papers in his zone.

## Cincinnati Chatter

By "Mannie" Naegel

Ever since Sammy Cohen, our former Accessories Manager, has been transferred to the New York Exchange, we have received numeral requests for his new address, and some of the Exhibitors appear very disheartened—as if they would never be able to collect. We were also surprised to see Sammy leaving with a new hat, but later we were informed that he had dinner at Childs. Sammy, how do you get by with it?

More Grief—Harry Swift, "the boy exploiter," has been transferred to the New Orleans Exchange. Everyone is sorry to see Harry leave. His work in this territory has been 100% plus and has established a most wonderful record. We wonder who will be able to follow Harry, as he sure is a "Swift" worker. Claude, what did we ever do to you that you should take our BOY from us?

But every cloud has a silver lining. We are pleased to announce the return of Art Miller to our gang, as Accessories Manager. Art hails from Indianapolis, but feels quite at home with us, having previously been connected with the Cincinnati Exchange.



## Two of The Best in Pictures

### Call of the North

Via Minneapolis per Hellman

Joe Beahen, our peerless Booker, than whom there is no whomer, is about to join the ball and chain gang. Miss Agnes Billert is the party of the first part. Nuptials in May, tra la.

Miss Mazie Mullen, Booking Department Steno., has shook us for the balmy zephyrs of California. She's one of the survivors of Real-art.

Her successor lasted one day and didn't even come back for what she had coming. We believe it was the work rather than the company of environment that sent her on her merry way.

One can't hold high carnival with life and stay on our band wagon. It's a dizzy pace, mates, where only the fittest survive.

Mel Evidon is running Jack Lorentz a hard race in the "permanent wave" derby. It's like splitting hairs trying to pick a winner. We believe Jack is leading by one furrow and a strand of gray.

Joe Fieldman is scampering over the landscape in a new Essex coach these days.

Fred Strief has ordered all the help to get shot (photographically speaking). A beauty contest would be just the thing. Yea, we're entered.

This concerns only Bill Danziger, Exploiteer de luxe of the Chicago Exchange: the deed is done; that "Adam's Rib" stunt went over a-la-Danziger. Which is just another way of saying big.

Our only regret these days is that we rank so low in accessories sales. Watch us climb.

Have we not spoken our li'l piece?

Curtain.

**BLOW 'EM ALL AWAY—**



Speaking of the month of March, we will tell you now to make good use of the March business wind and drive those troublesome troubles out to the sea of forgetfulness.

### Infant News

Mr. George Fredericks of the Home Office Exchange Accounting Department makes the happy announcement that he is the proud father of a nine-pound baby boy born Thursday, March 8th, at eleven A. M.

Mr. Fredericks has been a member of the "Famous" Paramount Baseball Team for the past two years and says "John Robert" will be out rooting for Paramount this year with all the enthusiasm one can expect from one of this age.

Both mother and son are doing well.

Our happiest congratulations to Mr. Fredericks.

### Rapid Growth—

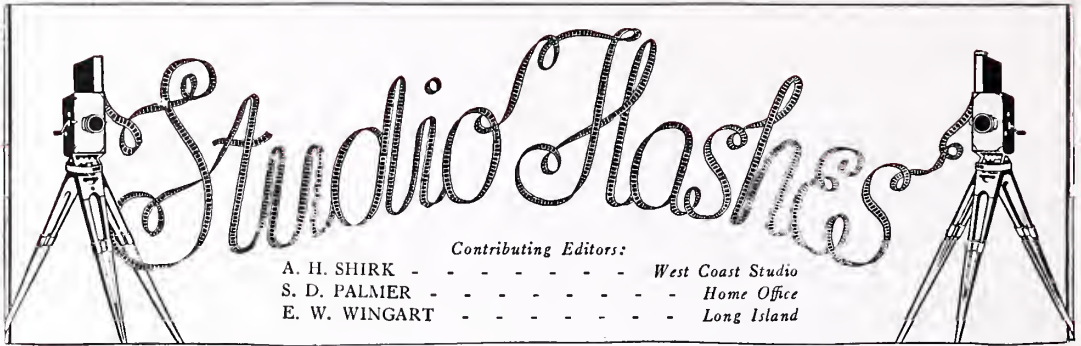
(Continued from page 8)

standing orders calling for seventy-four cards on each production. Australia, having found the burden of custom duties too heavy to permit of the importation of the property quantity of insert cards, has resorted to the manufacture of its own cards with great success. Argentina, Chile, Uruguay, Brazil, Mexico, England, Panama, China, the Phillippines, South Africa, and the Scandinavian countries are using insert cards and finding them extremely helpful.

Colored 22 x 28 star photographs which have been made up on thirteen of our stars, are being widely used throughout the world to decorate theatre lobbies. Approximately one hundred complete sets have been in use for some months, every country where they have been introduced reporting the greatest satisfaction on the part of the exhibitor.

Posters, as in this country, form the bulk of the accessories used in the exploitation of Paramount Pictures abroad, the confusion of tongues proving no insurmountable obstacle. Foreign poster orders run into enormous quantities, despite the fact that Great Britain, France, and the Scandinavian countries are producing their own posters to fit their particular requirements. Monthly orders for one-sheets average 9,366, or approximately 112,392 for the year. Three-sheets hold first place in exhibitor requirements as more than 128,196 are being used this year. At the present rate of demand, more than 62,000 six-sheets will be posted abroad, (not counting those manufactured in the countries listed above) while twenty-four sheets to the number of 10,691 will be used during the present year at the rate orders are now being received.

In this connection it is proper to state that the reason our British cousins find it necessary to manufacture their own posters is no reflection on our own art and lithographic departments. British "hoardings," as they are called, are so different in size to our own billboards as to be almost unrecognizable. In London, for instance, our three sheet becomes a six-sheet, our six-sheet turns into a twelve-sheet poster and the twenty-four is magnified to the size of a forty-eight. One readily appreciates the fact that even the swiftest of runners would have ample time to read about Paramount Pictures as he passes a London forty-eighter."



## Shirk's Gossip of The West Coast Studio

Especially written for PEP

Some of the wanderers have returned! Leatrice Joy, Nita Naldi, Lewis Stone, Pauline Garon, with George Melford and his troupe in toto are back on the stages—or rather on locations—in sunny California.

"I never knew there was so much snow in the world," said Miss Joy, referring to the East. Still, they all admit there are compensations on the Atlantic coast. Yet you can hardly blame them for welcoming a lot of sunshine and soft breezes in Hollywood. Every-place has its advantages and its drawbacks.

Meanwhile, Mr. Melford is completing, "You Can't Fool Your Wife," here and about ten days will see "finis" written to the big production of Hector Turnbull's story, which Waldemar Young (another returned traveler) adapted.

Talk about Jesse James and the Younger Brothers!

James Cruze is a regular bandit when it comes to shooting stars for "Hollywood." He is still at it and no star is safe who comes within range of his camera while making this picture—adapted by Tom Geraghty from Frank Condon's story.

### FINISH "THE RUSTLE OF SILK"

With one of the most exquisite scenes ever filmed, Herbert Brenon brought "The Rustle of Silk" to a close this week. This picture, adapted by Sada Cowan and Ouida Bergere from the Cosmo Hamilton story, features Betty Compson and Conway Tearle. The last scenes consisted of trick shots by which two of Fragonard's famous paintings are brought to life. In a Louis XV garden, all roses, trees, vines and with a quaint fountain and stone seats, Betty Compson and Mr. Tearle attired in period dress, played a pretty love scene, with Betty the coquettish and coy maiden and Tearle the ardent lover. The pictures will come to life, the people enact their scene and then return to their frames. The reproduction will be perfect. Mr. Brenon has finished his picture on schedule and has accomplished a fine piece of work.

Walter Hiers is completing "Sixty Cents an Hour," under Joseph Henabery's direction. Jacqueline Logan, featured in support makes a lovely heroine for this comedy drama by Frank Condon, adapted by Grant Carpenter. Ricardo Cortez, the new addition to the Para-

(Continued on page 15)

### A Creation



Pola Negri shown here in her bridal costume to be worn in "The Cheat," her second American made picture, is the last word in bridal adornment.

The bodice of this new and attractive creation is a solid mass of pearls to say nothing of the head dress and long silver lace sleeves.





## March to be Busiest Month Since Re-opening of Our Long Island Studio

With five companies at work and three stories in preparation for early production March will be the busiest month at our Long Island Studio since it was reopened several months ago.

Thomas Meighan is completing scenes for "The Ne'er-Do-Well," under the direction of Alfred E. Green, and Dorothy Dalton has returned from Florida to finish her latest picture, "Fog Bound," adapted by Paul Dickey and being directed by Irvin Willat.

Bebe Daniels and Antonio Moreno with a company of players are in Florida to make exterior scenes for "The Exciters," adapted for the screen by John Colton and Sonya Levien from Martin Brown's stage play of the same name. Richard Ordynski is directing this picture. Within the week Agnes Ayres will also go South to be ready for the beginning of her new picture, "Arms and the Girl," which Wesley Ruggles will direct from a scenario by Jack Cunningham.

"Lawful Larceny," Allan Dwan's second production under his new contract, will be started early this month with Hope Hampton, Nita Naldi, Conrad Nagel and Lew Cody in the cast.

The stories in preparation for production, which will be begun just as soon as the players are available after completion of their current pictures, include "Bluff," a story by Rita Weiman and Josephine Quirk, which Albert Shelby LeVino is adapting and in which Bebe Daniels will have the stellar rôle; "White Heat," a story of the steel mills written especially for Thomas Meighan by R. G. Kirk, and a story from a play by C. M. S. McLellan being adapted by J. Clarkson Miller for Dorothy Dalton, who will be directed by Ralph Ince.

## Four Noted Slapstick Artists Make Scenes for "Hollywood"

At least four noted slapstick artists will appear in "Hollywood," James Cruze's new production. Scenes were recently made at Christie Studio and among the notable figures will be Ben Turpin, Ford Sterling, James Finlayson and Kalla Pasha. Joe Martin, the celebrated monkey, was an actor also in scenes made at our West Coast Studio representing a studio waiting room.

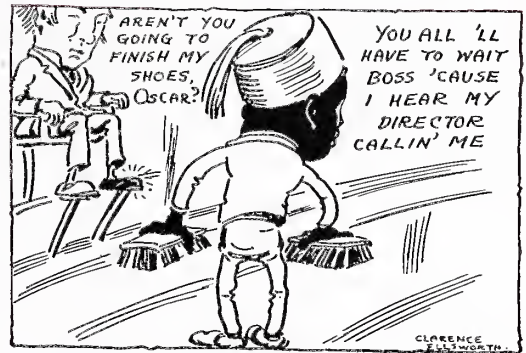
Everywhere and anywhere, the Cruze company is liable to be found these days. With a catholicity of investiture which is unprecedented, this picture seems certain to prove happily original and an illuminating entertainment for the great mass of film fans from one end of the country to the other.

Beautiful girls without number are being employed as bathing beauties, society folk, minor players seeking jobs, etc. In addition there will be a whole galaxy of Paramount stars and directors.

Jack Holt and May McAvoy were the first two luminaries to work in the film, which is an adaptation by Thomas Geraghty of the story by Frank Condon. Walter Woods is production editor.

## Laskyville Villains

No. 6—Oscar



This is Oscar. If you haven't seen Oscar's picture many times before, then we'll have to inform you that you have missed some of the best Paramount Pictures and have been doing without some of the best Paramount acting! Oscar holds forth on the Lasky runway, with a brand new painted shoe-blackening emporium, but the shoe blacking stand is in business only because it furnished an office for Oscar and provides a most excellent shine for Mr. Zukor and Mr. Kent when they take a trip to the Coast.

But—you must see Oscar in his real business of acting! He's what we call "the goods." Many times has he graced a Paramount Picture, but to see him at his best, where he gets screen mention—and, they say, a little temperamental—just go to see him in "Making a Man." And if you all don't agree that Jack Holt had better be careful about putting another star in his own starring pictures—well, then Mr. George Weeks, formerly of Canada, didn't provide the Convention guests with baby grand pianos!

M. BROOKS.

## Daniels for "Exciters"—Ayres for "Arms and the Girl"

Bebe Daniels has sufficiently recovered from her recent operation for appendicitis to be able to play in "The Exciters," and Agnes Ayres, who came from the Coast to play the part when it was feared Miss Daniels would not be well in time, will go into "Arms and the Girl," a story by Harry Durant.

The exteriors for both pictures will be made in Florida. Richard Ordynski, director of "The Exciters," Antonio Moreno, who will play opposite Miss Daniels, and a company of players, are now in the South. They will return to the Long Island studio to complete the picture.

Miss Ayres who recently suffered from influenza, will precede Wesley Ruggles, her director, to Florida to recuperate before the picture is put into production in about two weeks. Jack Cunningham has adapted "Arms and the Girl" for the screen and is on his way to New York from the Coast with the scenario. The interiors for this picture also will be made at our Long Island Studio.

## Genial Betty



**Betty Compson**

is one of our big Paramount boosters.

We never hesitate running photos of Betty Compson, our popular little star, for not only is she popular with thousands of exhibitors, but she is literally loved by all those in our organization who have had the pleasure of meeting her.

Miss Compson always radiates cheer wherever she goes, and

## Purely Personal

**By Wingart**

*(Gleaned from wanderings about the huge studio stage at the Long Island Studio.)*

Dick Rosson, Allan Dwan's assistant, is sporting a new iron hat in preparation for "Lawful Larceny" which will be started soon with Hope Hampton, Nita Naldi, Conrad Nagel, and Lew Cody in the cast. John Lynch is writing the scenario.

M. W. Palmer, Chief Electrician at the Studio, has gone to Miami, Florida, to superintend the lighting for scenes which Richard Ordynski will take there for "The Exciters," with Bebe Daniels and Antonio Moreno.

**Social Note:** Ed Barr and Bill Morely, property men, have gone to Miami, Florida, to spend a few hours in the surf—yes only a few hours for while they are in the south they will shuffle the props for "The Exciters."

Albert Shelby Levino, scenarist, has returned to the studio from Hollywood and is at present working on "Bluff" which will be Miss Daniels next picture following "The Exciters."

E. Lloyd Sheldon, production editor, is back on the job after a short stay at home spent whipping "Influenza" into shape.

Ralph Ince has moved into his office at the Studio and is preparing for the production of Miss Dalton's next story, which will be an adaptation from a stage play by C. M. S. McLellan.

## Glenn Hunter Signed

Robert T. Kane, of the Production Department, tells us as we go to press, that Glenn Hunter has been signed for Paramount Pictures for a period of five years.

His first picture will be F. Scott Fitzgerald's "This Side of Paradise," one of the biggest and most popular stories of the day.

## Fitzgerald Signed Up

F. Scott Fitzgerald, one of the most popular young writers of the day, has signed with our Production Department for the picturization of his wonderful story "This Side of Paradise."

Unlike other authors whose stories have found their way to the screen, Mr. Fitzgerald, after a lengthy conference with Robert T. Kane of our Production Department, has agreed to re-write his entire story thru the medium of pictures, just as he would have it done. It is a purely psychological thesis and one that only Mr. Fitzgerald himself can properly apply and instead of writing just "for the movies," he is going to portray the entire story for the screen.

This is a big and important move on the part of our Production Department to eliminate any complaints from exhibitors to the effect that certain stories have been butchered when presented on the screen, where in reality stories have not in any sense been butchered but it has been a difficult task in many instances to put over a story on the screen.

Mr. Fitzgerald realized this after his conference with Mr. Kane and saw that the only real success of an author's conception on the screen, was for the author himself to re-write it thru this medium.

This will prove a tremendous selling point, not only for our representatives, but for the exhibitors to their public and we ourselves ought to be congratulated in having such a prominent author under contract.

It will be remembered that F. Scott Fitzgerald's "Beautiful and Damned," took the country by storm and it must not be overlooked that it was this young chap himself who coined the word "flapper."

As stated in another story in this issue, Glenn Hunter, under contract for five years will appear in "This Side of Paradise."

## "The Cheat" to Be Gorgeous

**By Shirk**

Those who revel in beautiful gowns, delight in seeing lovely girls attired in modes that are ultra-modern; exquisite sets and acting of the highest dramatic calibre, are going to be absolutely wild over "The Cheat" when it reaches the screen. Pola Negri is a vision of loveliness and in the bridal gown which she wore in the first sequences, is incomparable. Fitzmaurice productions are always characterized by lavishness and this is no exception. Jack Holt will make a handsome hero in the featured supporting rôle while Charles de Roche will be a villain par-excellence in his East Indian makeup. He is supporting the star also. Ouida Bergere adapted the Hector Turnbull screen play. The scenes in the modiste's shop are probably finer than anything we have seen here in a long time. A dozen beautiful girls as mannikins in everything from lingerie to furs; a lot of pretty bridesmaids—and Miss Negri in a perfect cascade of lace; tiny train bearers—little girls; a few picanniny attendants—and all sorts of other people in minor rôles! And later on dramatic action galore.



## In the South

With a company of ten principals, headed by Bebe Daniels and Antonio Moreno, seven extras and a technical staff of nine, Richard Ordynski left Sunday for Miami, Florida, to film exterior scenes for "The Exciters," adapted from the stage play by John Colton and Sonya Levien.

In the cast besides Miss Daniels and Mr. Moreno those who made the trip were: Burr McIntosh, Cyril King, Jane Thomas, Diana Allen, Ida Darling, George Backus, Alan Simpson, and Herbert Grimwood.

Al Smith will be Mr. Ordynski's assistant for this picture and George Webber will be the cameraman, with Ted Pahle as his assistant.

## Dorothy Dalton Back from Florida

After three weeks in Florida, some of the time on the sands at Palm Beach but more in the swamp lands near Jupiter, where scenes were made for "Fog Bound," Dorothy Dalton and her company have returned to our Long Island Studio to complete the picture. Those who worked in the South under the direction of Irvin V. Willat were David Powell, Maurice Costello, Martha Mansfield, William David, Warren Cook and Jack Richardson.

## Gertrude Astor Back

Gertrude Astor has returned to her work in Thomas Meighan's latest picture, "The Ne'er-Do-Well," now in production at the company's Long Island Studio, after an illness of two weeks. She barely missed pneumonia.

# Pep-O-GRAMS



THERE'S ONLY ONE "U" IN SUCCESS  
AND THAT IS "YOU".

## Walter Hiers Nearing Completion of His Second Star Picture

Walter Hiers is on the home stretch with his comedy-drama, "Sixty Cents an Hour," directed by Joseph Henabery, with Jacqueline Logan featured in support. This original by Frank Condon was adapted by Grant Carpenter.

Hiers' next picture will be an original by Walter Woods and will be directed by Rob Wagner, this being Mr. Wagner's first effort with the megaphone. It will be started in about three weeks. Ralph Block is production editor of Hiers' present picture, but Walter Woods will assume that office for "Fair Week," as the next one has been tentatively titled. It is being adapted by Thomas Geraghty.

## "Covered Wagon" Gets Big Ovation

Jimmie Cruze's "The Covered Wagon" was previewed at the Criterion, Sunday night, March 11th, and was accorded one of the most enthusiastic receptions any picture on any screen in New York City.

The audience was made up of critics and celebrities from every walk of life or in other words, the highest class audience.

Take it from us, "The Covered Wagon" is a business getter.

## Shirk's Gossip—

(Continued from page 12)

mount stock company, did fine work as the villain in this picture. He is of that type which possesses great versatility and he can play heroes as well as heavies. Most of the work is on location of late. Soon Mr. Hiers will start "Fair Week," under Rob Wagner's direction.

Sam Wood is starting "Bluebeard's Eighth Wife," and will do the first scenes at Del Monte, it is understood. This is Gloria Swanson's new play and Huntly Gordon, a well known actor, will play the male lead. Others in the cast are: Charles Greene, Lianne Salvor, Paul Weigel, Frank R. Butler, Robert Agnew (recently added to the Paramount Stock Company) and June Elvidge. Sada Cowan adapted the adaptation by Charlton Andrews of Alfred Savoir's play. Al Gilks is cameraman and John Waters Assistant Director. There will be seven beautiful girls to play the other seven wives of the modern Bluebeard.

"The Woman With Four Faces," will be Herbert Brenon's second Paramount production with Betty Compson in the stellar rôle.

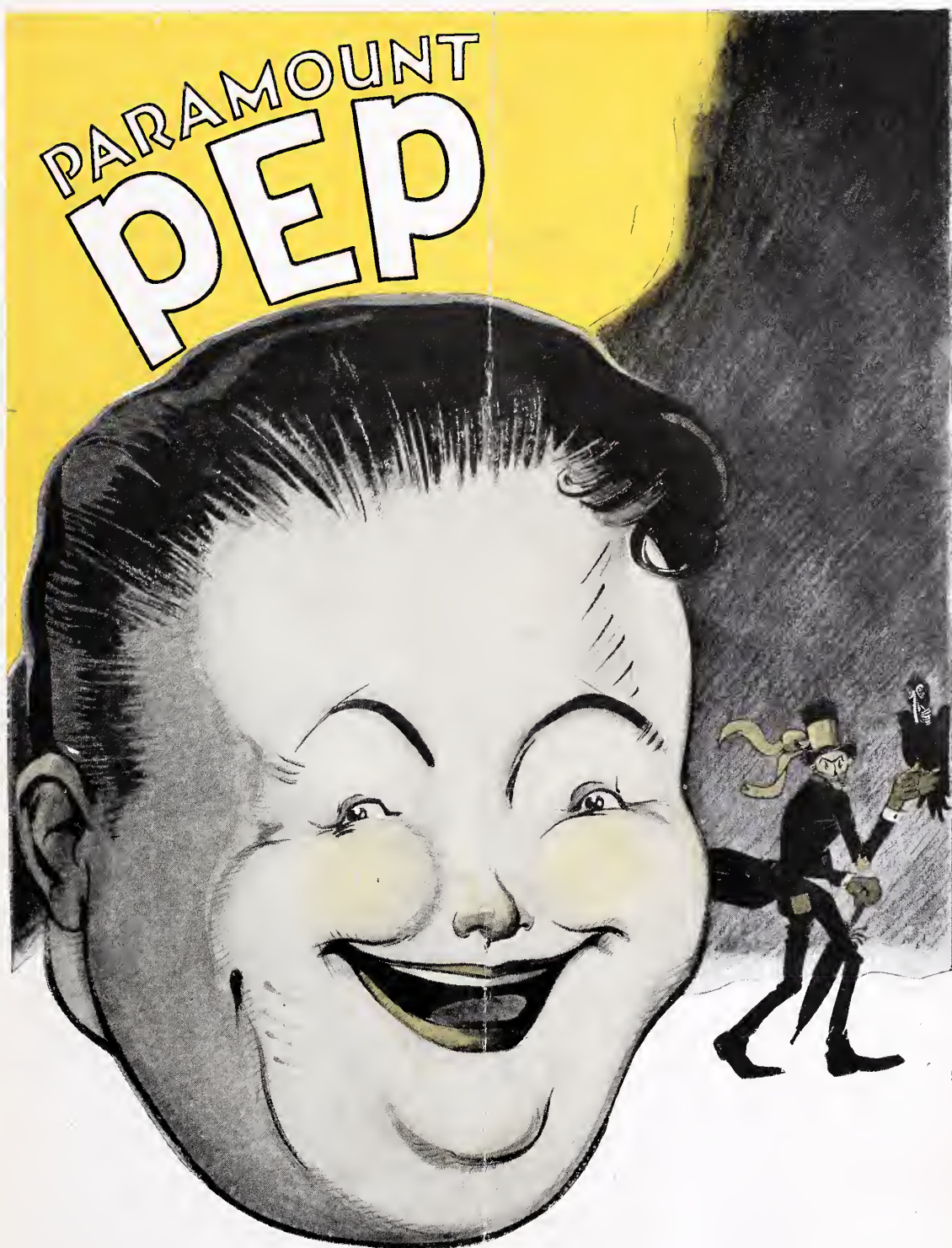
"Only 38," is to be started in the near future by William de Mille.

"The Covered Wagon" is coming!

# *Pep* - CALENDAR - 1923

SUNDAY	PEPDAY	PEPDAY	PEPDAY	PEPDAY	PEPDAY	PEPDAY-
<p>for <b>MARCH</b></p> <p>BY TERRY GILKISON</p>				<p><b>1</b> PERSISTENT EFFORT PAYS!</p> <p>STARTED RIGHT</p>	<p><b>2</b></p> <p>BA-A-A-A!</p> <p>IN LIKE A LAMB</p>	<p><b>3</b> SOL</p> <p>DO YOUR STUFF SOL</p> <p>DID YOU SEE HIM</p>
<p><b>4</b></p> <p>WE'LL DRIVE DOWN AND SEE THE PICTURE!</p> <p>HONK! HONK!</p>	<p><b>5</b> OH.</p> <p>OH.</p> <p>BUSINESS</p> <p>NO SUCH DAY</p>	<p><b>6</b></p> <p>MAKE EVERY DAY A GOOD DAY</p>	<p><b>7</b> PEP! PEP! PEP!</p> <p>PEP! PEP! PEP!</p> <p>HARRY ROSS, DISTRICT MANAGER DUE IN TOWN.</p>	<p><b>8</b></p> <p>BEGINNING TO WORRY ABOUT NEXT WEEK THIS TIME</p>	<p><b>9</b></p> <p>TONIGHT PARAMOUNT BALL</p>	<p><b>10</b> Bzz Bzz Bzz Bzz</p> <p>Bzz Bzz Bzz</p> <p>EVERYBODY TALKING ABOUT THE BALL.</p>
<p><b>11</b> ANOTHER GOOD ONE COMIN' THE COVERED WAGON</p> <p>ANOTHER GOOD ONE COMIN' THE COVERED WAGON</p> <p>SUNDAY PAPER</p>	<p><b>12</b></p> <p>ONLY 3 MORE DAYS</p>	<p><b>13</b> SHE BIT THE DUST</p> <p>SHE BIT THE DUST</p> <p>UNLUCKY DAY</p>	<p><b>14</b></p> <p>HERE'S HOPING TOMORROW NEVER COMES</p>	<p><b>15</b> THAT DEDUCTION EXEMPTS ME!</p> <p>THAT DEDUCTION EXEMPTS ME!</p> <p>INCOME TAX REPORT</p> <p>MARCH "LYIN'" (ALSO SEE 30TH.)</p>	<p><b>16</b></p> <p>WE IRISH MUST STICK TOGETHER</p> <p>SEE YOU TOMORROW</p>	<p><b>17</b> TOP O' TH' MORNIN'!</p> <p>TOP O' TH' MORNIN'!</p> <p>ST. PATRICK'S DAY</p>
<p><b>18</b> FORE!</p> <p>FORE!</p>	<p><b>19</b></p> <p>BUSY</p> <p>LONG ISLAND STUDIO SCENE -</p>	<p><b>20</b></p> <p>POP WANTS SPRING DAYS FOR GOLF -THE KID WANTS SNOW FOR SLEIGHING -AND THE FIGHT WAS ON</p>	<p><b>21</b> WE WANT PARAMOUNT PICTURES!</p> <p>WE WANT PARAMOUNT PICTURES!</p> <p>EXHIBITION</p>	<p><b>22</b></p> <p>AL GREEN GETTING NEAR THE END OF THE "NE'ER-DO- WELL"</p>	<p><b>23</b></p> <p>I'B SO GLAD "SPRIG" HAS "CUB"</p>	<p><b>24</b> BATH NIGHT AGIN</p> <p>GEE WHIZ! AN' I WANTED TO SEE THAT PARAMOUNT PICTURE</p> <p>BATH NIGHT AGIN</p> <p>GEE WHIZ! AN' I WANTED TO SEE THAT PARAMOUNT PICTURE</p>
<p><b>25</b></p> <p>IF YOU WANT ANYBODY TODAY CALL UP THE GOLF COURSE</p>	<p><b>26</b></p> <p>THEY PLAY YESTER- DAY'S GOLF GAME ALL OVER AGAIN— WITHOUT CLUBS OF COURSE</p>	<p><b>27</b> AH, A BLONDE ONE!</p> <p>AH, A BLONDE ONE!</p> <p>MARCH (HAIR)</p>	<p><b>28</b></p> <p>PROBABLE FORECAST: BLIZZARD RAIN AND SLEET FOR MIDDLE OF JUNE</p>	<p><b>29</b> HO, HUM! I'D STRETCH A MILE BUT I HATE TO WALK BACK!</p> <p>HO, HUM! I'D STRETCH A MILE BUT I HATE TO WALK BACK!</p> <p>SPRING FEVER</p>	<p><b>30</b> WOOF-F-F!</p> <p>WOOF-F-F!</p> <p>MARCH LION -</p>	<p><b>31</b> IF JANUARY COULDN'T MAKE FEBRUARY MARCH; APRIL MAY</p> <p>IF JANUARY COULDN'T MAKE FEBRUARY MARCH; APRIL MAY</p> <p>TODAY'S SONG!</p>





*Play the Smile Market*

# Paramount Ball a Crowning Success

**Second Annual Paramount Pep Club Affair Astounds the World of Prominence With Its Galaxy of Stage and Screen Celebrities**

Friday evening, March 9th, at the Hotel Commodore, saw one of the greatest social events of the amusement world ever recorded in the history books of the big town, for there never was such a gathering of prominent stage and screen folk as was seen there on that eventful night.

At the peak of the evening, in this instance it was midnight, contrary to other reports, there was fully four thousand people in the grand ballroom, which presented a rare sight of beauty, merriment and enthusiasm. Thousands of beautifully gowned women with their escorts, danced from nine until twelve thirty to the strains of two orchestras comprising twenty-four pieces, under the leadership of Fachelie.

The affair did not break up until dawn and even then many declared that it was such a success that they wanted more.

## OUR SCREEN STARS ENJOYED IT

Tommy Meighan, Lila Lee, Dorothy Dalton, Lew Cody, Conrad Nagel and Gertrude Astor, all enjoyed themselves immensely and pronounced it one of the biggest and most successful affairs they had ever attended—in fact, they were surprised beyond words to see the wonderful turnout, to say nothing of the many celebrities.

## MARVELOUS PROGRAM PRESENTED

When the curtains drew back from the stage built especially for this occasion, throngs jammed the floor and boxes to see the big show staged by Ned Wayburn, and assisted by Nils T. Granlund, the latter who is always one hundred per cent when it comes to furnishing a wealth of amusement.

Were we to go into detail on the program, it would take more than two pages, but in general it comprised the following hits:

Delegations from the Ziegfeld Follies; entire dancing chorus from Sun Showers, in costume; delegations from Lady Butterfly; McCarthy Sisters and the entire chorus from the Music Box in costume; Edith Day and the entire chorus from Wildflower, in costume; dancing chorus from the Gingham Girl, in costume; Eddie Dowling and chorus from Sally, Irene and Mary, in costume; a delegation from the Greenwich Village Follies and the marvelous chorus in costume from Lew Leslie's Midnite Frolic.

Those who also took part in the show were: the Duncan Sisters, Fairbanks twins, Johnny Dooley, Alice Maison and Wesley Totten, Ben Bernie, Will Morrissey, Johnny Hines, Evan Burrowes Fontaine, Texas Guinan, Miriam Battista, Doraldina, Carl Demarest and a host of others.

Just to start the show off right in a real Paramount way, Victor Herbert conducted Oscar Radin's famous Amsterdam Theatre Orchestra which played for the show in a marvelous overture; then the show was on.

No matter in what direction your steps guided you that evening, you were bound to see aside from those already mentioned, such folks as Tessa Kosta, Mahlon Hamilton, Ted Doner, John Emerson, President of Equity; Edmund Breese, Benny Leonard, Tom Moore, Hope Hampton, Jeanne Eagles of "Rain," Marie Dressler, Vivienne Segal, Alice Brady, Laurette Taylor, Virginia Pearson, Sheldon Lewis, Helen MacKellar, Shannon Day and a host of other prominent people.

Ned Wayburn, known the world over, saw

(Continued on page 5)

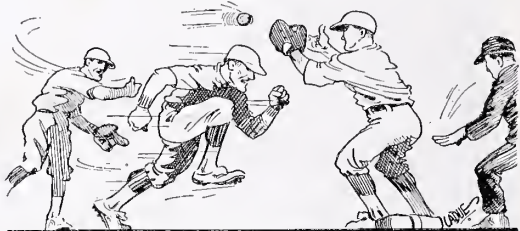
## Sales Trip

Irving Fischer, Minneapolis Accessories Manager, writes that he and Jack Hellman, Minneapolis Exploiteer scared up some good accessories business in LaCrosse, Wis.

In order to sell this exhibitor Roto Sections they had to enlist the editor of the local newspaper and arrange for "stuffing" them in his newspaper.

Among other things they sold 9,000 Roto Sections, 100 insert cards, 50 one sheets and 12 twenty-four sheets on each of the big attractions in the Super 39. This sounds like real cooperation.

**THE BALL-PLAYER TRAINS WITH  
A WILL IN THE SPRING  
TO GET HIMSELF INTO CONDITION**



**BUT PARAMOUNT HUSTLES THE  
WHOLE YEAR 'ROUND  
WITH UNLIMITED PEP-AND-  
AMBITION**





## Seen in Buffalo

Buffalo has a large sign painted and displayed prominently in the office. It reads as follows:—"Put five silver dollars in your pocket and at the end of a year you will have five silver dollars or a hole in the pocket. The same amount invested in PARAMOUNT ACCESSORIES will net you five dollars many times over at the box office. Place your order now."

R. L. WILLIAMS,  
Buffalo Accessories Mgr.

## Cooperation and Results

J. J. Hess, Chicago Accessories Manager, sends the following letter:

"We are getting out a mimeographed letter soliciting orders on heralds on 'NOBODY'S MONEY.' This letter is going to all accounts who have booked the picture and is also being stuffed in the press books.

Same was made up with the assistance of Mr. Danziger, our Exploiteer.

A similar letter mailed out to accounts on "KNIGHTHOOD" netted us orders for 52,000 heralds in two days. They are still going out with the press books and we expect many more sales.

## From the West Coast

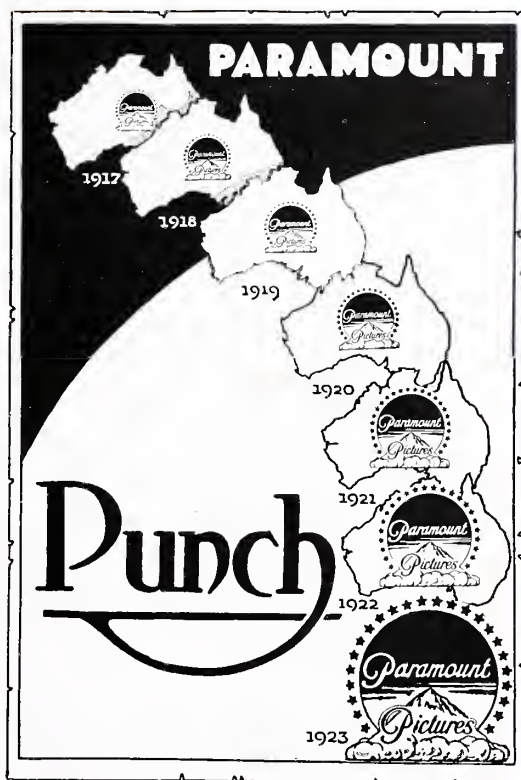


Here is our own Wayland H. Taylor, Exploiteer at San Francisco, at his desk for a few days after three months of exploitation on the road.

Wayland covered from fifty to sixty of the smaller towns thruout northern California and New Mexico and came back with enough material and experience to make a ten-reel production.

One of Wayland's first duties—as he tells it when he came back to the exchange—was to grab a copy of PEP and find out what the whole family was doing.

## This Tells the Story



A clever conception of the growth of Paramount in Australasia is shown on the cover of Paramount Punch for January 15th. This cover, shown above, is based on a series of maps which hang in the Brisbane Exchange, and illustrates the tremendous growth of our "Aussie" organization. It will be seen by referring to the reproduction of the cover that the continent of Australia will be entirely submerged beneath the trade mark during the present year.

A telegram from Mr. Devine of the Brisbane office to Mr. Hicks was the inspiration for this cover. It is as follows:

"Very best wishes to Mrs. Hicks, Baby John and yourself. Next year is when Australian map disappears from atlas and Paramount trade mark is substituted. Here's helping. Devine."

In the Brisbane office are a series of maps showing the development of our organization year by year since its inception in 1917. On the map for that year the Paramount trade mark resembles a dot, hardly discernible to the eye. The progress of the succeeding years was so rapid that by 1922, scarcely any of the map of Australia remained uncovered, and if Australian "Punch" counts for anything, these few remaining square miles of territory will have disappeared before the year is over.

## Don't Trust 'Em

"Barking dogs don't bite, Rastus."

"I know dat boss, but how's I to know dat de barkin' dog ain't a liar?"

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 MARCH 14, 1923 No. 36

## Myself and Me

By George M. Cohan

I'm the best pal that I ever had;  
I like to be with me,  
I like to sit and tell myself  
Things confidentially.

I often sit and ask me  
If I shouldn't or I should,  
And I find that my advice to me  
Is always pretty good.

I never got acquainted with  
Myself till here of late;  
And I find myself a bully chum  
I treat me simply great.

I talk with me and walk with me  
And show me right and wrong;  
I never knew how well myself  
And I could get along.

I never try to cheat me;  
I'm as truthful as can be,  
No matter what may come or go,  
I'm on the square with me.

It's great to know yourself and have  
A pal that's all your own,  
To be such company for yourself  
You're never left alone

You'll try to dodge the masses  
And you'll find the crowds a joke,  
If you only treat yourself as well  
As you treat other folks.

I've made a study of myself,  
Compared me with a lot,  
And I've finally concluded  
I'm the best friend I've got.

Just get together with yourself  
And trust yourself with you,  
And you'll be surprised how well yourself  
Will like you if you do.

DON'T GO BLIND FROM THE DUST  
FROM THE OTHER FELLOW'S HEELS.  
—PEP.

## A Butte Trio



Above are three "beauts" from our Butte, Montana, office.

From left to right, they are: Josephine Purek, Inspector; Ted Hackley, Shipper; and S. Torrence, Stenographer.

## "An Exploitation Brainstorm"

By Norman Dixon—Peoria Exploiteer

When the caveman started drawing  
On his little bits of bone,  
He was telling someone something,  
He was making something known.  
And it's rather more than likely  
He was trying to arrange  
To dispose of, say, a stone axe,  
And get something in exchange.

When the next man started writing  
On his little bits of clay,  
He was dishing up a story  
In a diff'rent sort of way.  
And it's rather more than likely  
He was trying to describe  
The advantages of dealing  
With a member of his tribe.

They were elementary people  
With an elementary plan,  
But they laid a good foundation  
For the modern business man.  
And it's rather more than likely,  
If you try the self-same way,  
You'll be selling out tomorrow  
What you advertise today.

Moral: Advertise to beat hell.

## Anything is Possible

A little boy in a city school refused to sew, thinking it beneath the dignity of a ten-year-old man.

"George Washington sewed," said the principal, taking it for granted that a soldier must "and do you consider yourself better than George Washington?"

"I don't know; time will tell," said the boy seriously.



# A Good Golfer Keeps His Eye on the Ball

## Exploitation—The Builder

By John J. Freidl—Kansas City Exploiteer

Opie Reid once said: "What has been done can be done again," and this statement is in close relation to the exploitation of motion pictures. It is a proven fact that a consistent publicity campaign applied to a big production can with similar successful results be applied to a succeeding attraction of equal merit. Of course the method will differ to keep the advance dope in harmony with the atmosphere of the picture—but equal and aggressive effort will attain the same success.

Take for an instance the production of "MANSLAUGHTER." There are two box office versions of the picture. One of them is merely "Manslaughter"—a big picture that's true and a picture that should merit increased attendance. Then there is Cecil B. De Mille's stupendous production "MANSLAUGHTER," with Thomas Meighan, Leatrice Joy, Lois Wilson and a superb supporting cast—**A PARAMOUNT PICTURE.**

The first of the above mentioned "Manslaughter" pictures, means an attraction to be offered the patrons in the usual manner—a picture to be put on cold, so to speak, as almost every other picture is put on. The second is a "MANSLAUGHTER" to be lived—the plot of which will hold the spectator breathless until the final scene is flashed—a picture that will be presented only after every medium of advertising and Exploitation has been employed—a picture that is offered only after the execution of a thorough publicity campaign combining in its scope outdoor billing the newspapers—tie-ups with the civic authorities on the famous safety drive, windows, novelties and stunts.

The presentation of the first mentioned "Manslaughter" means unusual business to be sure—owing, of course, to its tremendous magnitude as a box office attraction—it's one hundred per cent entertainment value.

The presentation of Cecil B. De Mille's stupendous production with Thomas Meighan, Leatrice Joy and Lois Wilson and a superb supporting cast—means a picture that has been studied and lived—a picture whose merits are known to every resident of the community because its message has been carried into every home through publicity channels. It means a picture that has shattered box-office records and an offering that has no peers. And further it has strengthened the public's faith in the exhibitor, established on a sounder foundation of confidence of theatre patrons—sold them on the fact that when a picture is advertised as a super production—it is unusual and one worth seeing—it has built.

"MANSLAUGHTER" is merely an example—there are a great many extraordinary attractions being shown in theatres daily and their results are usually the same—an average business or a record-breaking attendance—to be governed alone by the amount of effort put forth by the showman to sell his big pictures to his public.

"What has been done can be done again," and if you do it on one of your big pictures, whether they be "MANSLAUGHTER'S" or any others you can do it on them all. And if you haven't it will pay you through the box office to put increased effort in the direction of high-class exploitation behind your offerings. Impossible is un-American.

### Know!

**You will prepare yourself before you go out to sell if you will stick to the assumption that THE VERY THING YOU DO NOT KNOW, the VERY QUESTION YOU CANNOT ANSWER, the exhibitor will be certain to ask you about. Recall your school days again and remember your bitter experiences on this very point.**

**Your inability to answer the question or objection put to you frequently tears down instantly everything you have gone to such pains to build up in your sales talk. Why take this chance? Why not make it a point to KNOW? The more you KNOW about your proposition the easier will be your sales.**

### Paramount Ball

(Continued from page 2)

to it that these folks from the musical comedies appeared and Nils T. Granlund, known to many as "Granny," was the boy behind the guns as a hustler, gathering together this galaxy of stars—all for the Paramount Pep Club at the Home Office.

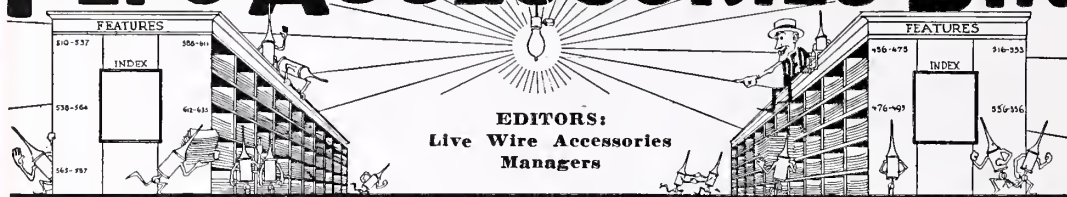
Our thanks are extended to everyone who so ably assisted in making this the grand affair it was and were we to thank every one personally, it would not only utilize a great deal of space, which of course it is worth, but we are afraid that someone would be left out who is entitled to a great deal of credit, so bear with us and know that our thanks are from the heart.

### ZUKOR COMMENTS

In the early Saturday morning hours, Eugene J. Zukor, President of the club, said: "I have never in my life witnessed a more successful affair than I have tonight and this morning and I don't know where to begin to thank everyone for the honest and tireless efforts put behind it to send it over in this thousand per cent way."

"It is good to know," continued Mr. Zukor, "that we can promise the club members so much in the coming year on the receipts from this ball."

# PEP'S ACCESSORIES BIN



## Oil Wells, Diamonds and Accessories

Many a Texas farmer  
\* \* \*  
Complained of poverty  
\* \* \*  
While he trod  
\* \* \*  
Oil-soaked land  
\* \* \*  
Boer Pioneers  
\* \* \*  
Fought for a living  
\* \* \*  
While their ragged kids  
\* \* \*  
Played with rough diamonds  
\* \* \*  
They were so concerned  
\* \* \*  
With their daily tasks  
\* \* \*  
They didn't realize  
\* \* \*  
The wealth around them  
\* \* \*  
And perhaps you  
\* \* \*  
Concerned about your theatre  
\* \* \*  
Have ignored the absolutely  
\* \* \*  
New items of accessories  
\* \* \*  
Our experts have devised  
\* \* \*  
To help you  
\* \* \*  
Increase profits  
\* \* \*  
Upon Paramount pictures  
\* \* \*  
Here is a list  
\* \* \*  
Of advertising items  
\* \* \*  
Check the ones  
\* \* \*  
You are **not** using  
\* \* \*  
And return to us  
\* \* \*  
We will write you  
\* \* \*  
A personal letter  
\* \* \*  
And send samples

(Continued on next page)

## ACCESSORIES MANAGERS

**THIS IS WHERE YOU STOOD FOR WEEK  
ENDING MARCH 10TH**

(Based on percentage of accessories  
quota delivered)

1. CHARLOTTE
  2. OKLAHOMA CITY
  3. DES MOINES
  4. SIOUX FALLS
  5. WASHINGTON
  6. ATLANTA
  7. BUFFALO
  8. PEORIA
  9. PITTSBURGH
  10. DALLAS
  11. MAINE
  12. COLUMBUS
  13. BOSTON
  14. CLEVELAND
- 
15. WILKES-BARRE
  16. KANSAS CITY
  17. CHICAGO
  18. LOS ANGELES
  19. DETROIT
  20. INDIANAPOLIS
  21. NEW YORK
  22. PORTLAND
  23. MILWAUKEE
  24. DENVER
  25. PHILADELPHIA
  26. MINNEAPOLIS
  27. NEW ORLEANS
  28. ST. LOUIS
  29. ALBANY
  30. NEW HAVEN
  31. SALT LAKE
  32. CINCINNATI
  33. SAN FRANCISCO
  34. SEATTLE
  35. OMAHA (Report not in)

Out of 9 offices DIVISION 1 had FOUR over their quota.

Out of 9 offices DIVISION 2 had FOUR over their quota.

Out of 12 offices DIVISION 3 had TWO over their quota.

Out of 5 offices SOUTHERN DIVISION had FOUR over their quota.



## When the Follow-Up Counts

By R. J. Bassett—Access. Mgr., Milwaukee

Mr. Shauer's recent request for additional sales in heralds has prompted me to inaugurate a system that has brought excellent and immediate results. In my mind, selling heralds is no different than selling any other manufactured product. Take an automobile for an example. From a customer's standpoint, you would no more buy a car from a picture in a magazine than you would buy golashes for a centipede. The deal would not be closed until you had driven the machine yourself, watched it's performance, and inspected it carefully.

An exhibitor's attitude toward heralds is often the same, and, therefore, the following scheme should hold good in every Exchange. Immediately upon receipt of the Form three from the Booking Department, Press Books are mailed the Exhibitor. A letter follows with a sample of each herald on the various pictures booked, explaining the quantity prices. This cannot help but arouse a bigger interest as our heralds, beautifully colored, practically sell themselves.

In view of it's simplicity, this scheme and many others have no doubt been adopted by Accessories Managers throughout most of our Exchanges.

However, I cannot help but mention it as the first week, since this system has been put into effect, our sales of heralds increased from 21,000 to 88,750 per week.



## Caldwell Speaking

I feel that the most important thing we, as Accessories Sales Managers, have to do is to furnish the exhibitors SERVICE.

Service covers every phase of the operation of our Accessories Departments.

At first thought we all think service means getting out advertising promptly and efficiently.

That's only where service starts. There are many ways by which we can help an exhibitor which will not only increase his good will for Paramount pictures, but increase our sales.

In fact our opportunities are greater than any other Department (of course excluding the Exploitation Department) because we are largely responsible for the successful completion of a contract after the application is taken by our Sales representative.

To summarize the whole situation we feel that an Accessory Sales Manager should be at all times on the look out for new ideas for performing service to exhibitors, and selling them on the idea of using a maximum amount of advertising accessories. At the same time he must have the exhibitor's best interest at heart, and if he does this he will foster the confidence and good will of the exhibitor to such an extent that when his recommendations are made they will be readily accepted.

W. W. CALDWELL,  
Accessories Manager, Oklahoma City.

## In a Dual Rôle

By E. M. Orowitz—Philadelphia

Our Al. C. Benson, who spends his time in the Philadelphia, Washington, and Wilkes-Barre Exchanges, is a mighty mysterious personage. You see him around here one day and the next day he is sending a wireless from Oshkosh. It isn't the nicest thing in the world to ask Benson where he has been or where he intends going, because it carries such peculiar inferences.

But the arrival of an Allentown newspaper today spilled the beans. Mr. Benson, according to the newspaper article, is making personal appearances in theatres owned by friendly exhibitors, in animated songs. His appearance at the Hippodrome Theatre, Allentown, brought forth much favorable comment editorially and otherwise. To further prove his publicity procuring ability he was invited to sing at the Four-Square Club. Instead he talked about the Ku Klux and the newspapers gave him columns.

Here's the hitch. Benson is a very modest gent, if you know him and he denies the story. One of the stories carried a picture of Mr. Benson and it resembles Benson of yore, so closely that many are doubting his denial.

## Oil Wells, Etc.

(Continued from preceding page)

Telling what they are

\* \* \*

And how to use them

\* \* \*

We can't give you

\* \* \*

An oil-well

\* \* \*

Or a diamond mine

\* \* \*

But we have the ideas

\* \* \*

And the materials

\* \* \*

To increase your business

\* \* \*

So don't be like

\* \* \*

The Texas farmer

\* \* \*

Or the Boer Pioneer

\* \* \*

But check the items

\* \* \*

You are NOT using

\* \* \*

And shoot this letter

\* \* \*

To us NOW

\* \* \*

WE THANK YOU.

\* \* \* \* \*

Gilt frames and colored inserts,

Star Fan Fotos,

Five-color program Heralds,

24 sheet cut-outs,

Window Cards.

J. J. HESS, Chicago Access. Mgr.  
Apologies to K. C. B.

# In the Foreign Field



## A New Way



There have been many unique and novel addressed envelopes to our corporation, at the Home Office among the thousands received daily, but above is a photo of one received from Cuba that takes the prize.

The fact that it was delivered on time shows that the mail carrier recognized the trade mark and where it belonged.

The above photo shows the envelope just as it was received at the Home Office, which all goes to prove the thoroughness of our Foreign Departments campaign under E. E. Shauer, to bring our trade mark before the eyes of the world.

## A Beautiful Theatre



E. E. Shauer, Director of our Foreign Department, received the above photo recently and it shows the front of the Capitol Theatre in Buenos Aires, Argentine, by night.

This is one of Max Glucksmann's attractive South American houses and upon looking at the photo convinces us that this display rivals any house of like size in this country.

The picture being shown and exhibited there at the time this photo was taken is "The Sheik."

## Dinner in Australia



The lively gathering shown above at a dinner are celebrating the return of Albert Deane, the globe trotter and a welcoming to James M. Thornby, a new member of our organization in Australia, who has just been appointed Manager of the Auditorium Theatre in Melbourn.

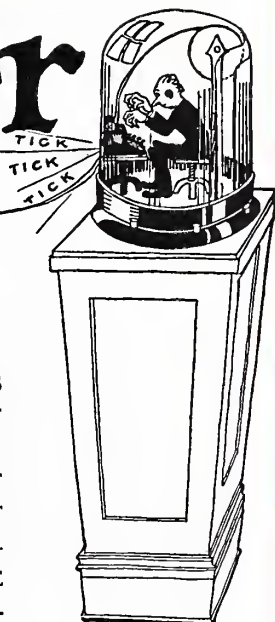
John Hicks can be seen seventh from the left

of those standing at the speakers table with Mrs. Hicks on his left and Albert Deane is shown seated at the extreme left. Mr. Thornby stands at Mr. Hick's right.

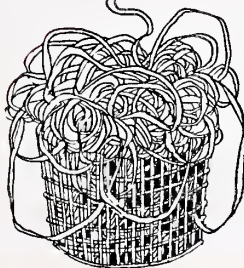
We also recognize N. B. Freeman, formerly of our Albany office, opposite William Hoggan at the speakers table.



# Pep's Ticker



MR. LASKY LEFT FOR THE COAST THIS SATURDAY . . . THE COAST TO COAST COMMUTER WILL RETURN SOME TIME IN MAY . . . MESSRS. ZUKOR AND KENT NOW SOMEWHERE IN THE CENTRAL PART OF EUROPE . . . SAW "BELLA DONNA" TODAY AND, FOLKS . . . WELL . . . WE SHOULD TRY TO EXPRESS OUR ENTHUSIASM IN WORDS . . . IT CAN'T BE DONE . . . IT WILL BE ONE OF THE OUTSTANDING PICTURES OF THE YEAR . . . NEW YORK EXCHANGE AFFAIR WAS A GREAT SUCCESS . . . TOM MEIGHAN AND LILA LEE WERE KEPT BUSY THIS WEEK BY AL GREEN ENACTING TENSE SCENES FOR "THE NE'ER-DO-WELL" . . . IF STUDIO GLANCES MEAN ANYTHING WE'LL SAY THAT AL GREEN HAS A KNOCKOUT IN THIS ONE . . . LILA LEE LOOKS POSITIVELY STUNNING AND TOM . . . WELL YOU KNOW TOM . . . HE'S THERE WITH ALL THE PUNCH THAT GROWS . . . GERTRUDE ASTOR JUMPS FROM THE FLU TO A SORE THROAT . . . BUT STAYS ON THE JOB JUST THE SAME . . . DOROTHY DALTON AND HER COMPANY WITH IRVIN WILLAT DIRECTING ARE SURE HITTING THE HIGH SPOTS OF HEAVY SCENES THIS WEEK FOR "FOG BOUND" . . . JOHN S. MARTIN ASS'T TO JOHN CECIL GRAHAM OF OUR LONDON ORGANIZATION ARRIVED THIS WEEK WITH HIS WIFE ON A BUSINESS TRIP . . . WENT IN CONFERENCE WITH E. E. SHAUER, DIRECTOR OF OUR FOREIGN DEPARTMENT . . . MR. LASKY'S YOUNG SON, JESSE, JR., SPOKE OVER THE RADIO ONE EVENING THIS WEEK . . . THE SPEECH WENT OVER BIG . . . DID YOU HEAR HIM? . . . IF THAT SPEECH IS ANY CRITERION HIS DAD HAD BETTER LOOK TO HIS LAURELS AS A SPEECHMAKER . . . MORE NEWS NEXT WEEK.



## Let Your Reward for Achievements—

### Chicago Blah

By Bill Danziger

Many a wicked hoof and hoofette were flung at the house-warming party negotiated by the Chicago Pep Club. Seven dusky jazz venders simply poured intoxicating harmony into instruments. It went in sweet and came out sweet—which is a wonder. And then, there were candy wheels, refreshments which dumped themselves into laps, festoons of warm, gay decorations and all sorts of things. Theodore Roberts, playing in vaudeville in the city, came down with Mrs. Teddy and remained long enough to ruin several perfectly good cigars. Herb Hayman promoted several gangs of entertainers, song-pluggers and piccolo artists. Everything, in toto, was all to the apple sauce—generous credit being extended to Messrs. Wolfberg and Busch, impressarios. And that's that.

Otto Bolle, city Sales Supervisor, has returned from a motor trip to St. Louis. As they say in Kaintuck—Otto has a passel of kin-folk down that way.

Charles Kamp, a big Chicago exhibitor, says Lou Goldberg, who sells him pictures, is a freak. The wherefore being that Lou has been eating fish for twenty years and can't swim yet.

### Salt Lake Sayings

By F. J. Murphy

Exhibitor—I want one of those "knock-'em-dead" subjects that your salesmen rave about.  
Booker—Sorry, can't book you.

Exhibitor—Why?

Booker—All our subjects are "liven-'em-ups." C?

K. O. Renaud, our newly married Exploiteer, was presented yesterday with a beautiful Irish linen tablecloth and one dozen napkins, which "tickled him pink," no kiddin'. Thanks, Ken, for the candy and cigars!

The exchange men of Salt Lake City have reorganized the Board of Trade and have elected our Branch Manager, Mr. Olaf I. Wog, President of same. Congratulations and success to you, Mr. Wog, is the wish of all your co-workers.

We have just found out that Irishmen are descendents of Christopher Columbus. From the recent contracts, which our Mr. Joseph English of Zone "6" has forwarded to us, the bookers have been compelled to secure an auto-log-maps, as these towns are not even listed in the railroad time tables.

### Columbus Columns

By "Abie" Krimmel

"Duke" Clark, our super-Salesman, visited the little mining town of Helen, W. Va., the other day. The piano player at the BLUE PARROTT being on the sick list, "Duke" offered his assistance as "orchestra." While performing, fifteen husky coal miners standing in front of the theatre, said they would go in and see the picture and if it wasn't good they would meet "Duke" outside after the show. "Duke" hasn't any black eyes and the exhibitor immediately wired in for some advertising and is back on service again, and he reports that "all the folks down in Helen are Paramount Boosters now."

Thirty days back Arbaugh and Miss King can be seen in the "Heavy Cup," any Saturday noon.

Our Exploiteer, J. Maurice Ridge himself, was so preoccupied with our Cashier that he put the wrong end of his cigar in his mouth. By the way, J. Maurice and Mary are quite the cat's adenoids when it comes to fox-trotting "Aggravatin' Papa."

Frank Ballard, former Shipping Helper, has been promoted to the Booking Department. We are glad to have Frank with us in the office. Hillinger Stukey, familiarly known as the Sheik, has taken Frank's place in the shipping room. Welcome to our midst, Stukey.

Charlie Kratz is going out in the wilds of West Virginia to help Eddie Cook. We know Charlie will be shooting in noodles of contracts.

Retta Etta Emma Evans (say twenty times before breakfast and it will cure anything) our Ledger Clerk, is feeling lots better she reports.

### Arrivals At Chicago

Meow!

Trevor Faulkner, Jr., and Robert Schuler, Jr., mewed inauspiciously into life at the Chicago Exchange last week, fated to an existence of scudding after nasty ol' rats and dodging whatnots to be hurled by sundry villainous critters.

Trevor and Robert are pussy-cats, their mama being the pet of the boiler room and Lem, the janitor. Mamma came to the Chicago Exchange with a carload of steel furnishings for the new office. And muzzer-dearie was some half-starved, emaciated feline when tumbled out of a crate. She had come from Cleveland, after having been deserted by her hubby.

Anyway, Mamma Cat was adopted by the Exchange and fed by Lem. Her present of Trevor and Robert came as a distinct surprise. No one knows who named 'em, but Trevie and Bobbie are expected to be as efficient as their namesakes. Selah!



## Be A Few More of Them Well Done

### Doings of the Denver Doers

By Rick Ricketson

Mel Wilson, Denver B. M., is now on a two weeks' trip through New Mexico with Salesman E. M. Loy.

The flying squadron is again in action. Hugh Braly, Harvey Nicholson and Harry Antin, all salesmen, have combined forces to attack a few tough points that haven't signed for the "SUPER 39."

Louis Marcus, District Manager, has come and gone. But in his week's visit he instilled enough pep to keep everyone traveling at full steam for another couple of months.

When Miss Ferroll Flagg became Mrs. K. O. Renaud in Salt Lake City on February 24, it was an event in which the Denver Exchange found much happiness. Mrs. Renaud was an employee of the Denver office when she met Mr. Renaud, then the Denver Exploiteer. Both are exceedingly popular with members of the Denver office.

It pays to know your product. Donald Beck, a former 20-year-old Poster Clerk at the Denver Exchange, is now Manager of a theatre at Scottsbluff, Nebraska, because he believed in Paramount advertising paper and thought he knew how it should be used. Donald was telling Billy Ostenberg about the glories of Paramount advertising and when he was through, Ostenberg was forced to admit Beck was about right. A week later Donald received a letter from Mr. Ostenberg stating he needed a manager for one of his western Nebraska houses and he was going to give him a chance to put through those ideas on Paramount accessory advertising, he had outlined to him while in Denver. Donald accepted the job. The writer received a letter from Mr. Ostenberg recently in which he said: "This kid is the best House Manager I have ever hired. I wish I had a couple more like him."

The following members of the Denver Exchange have organized what is to be known as the Paramount Saturday Luncheon Club: Misses Mildred Olde, Irene Meister, Dorothy Schaules, Myrtle Slater, Edna Ahlers, Lucille Gonzales, Marie Weirick and Lucille Odeom.

### A Poor Mop

Teddy—You haven't any whiskers or very much hair.

Sister's Hero—Well, what of it?

"Oh, I was only wondering how pa was going to manage it."

"Manage what?"

"He said he was going to mop the floor with you."

### Oklahoma Okays

By W. W. Caldwell

Traveling Auditor, Mr. C. P. Redick, who has been with us for the past month, will leave this week for Dallas. We have enjoyed very much Mr. Redick's stay in this Exchange and he leaves with the kindest thoughts of all the employees in Oklahoma City. We trust that Mr. Redick will be back to Oklahoma City again before very long.

Mr. Dugger, who has been doing special sales work in this territory, will also leave for Dallas within the next few days. Mr. Dugger has certainly made a lot of friends in Oklahoma City and we hope that we will be honored by his presence in this Exchange again very soon.

We have another new salesman who hails from Milwaukee in the person of Mr. Gore. Although Mr. Gore was only in the Exchange a couple of days before going out in the territory, we all found him to be a regular fellow.

During the past week the convention was held in Oklahoma City by the Oklahoma Exhibitors Association and was very successful. Booths were decorated in the Convention Hall by the various film companies and needless to say the "PARAMOUNT" was prominently displayed, and the fact that we are now Famous Players-Lasky Corporation was impressed upon all exhibitors in personal talks and also in the open meeting of the convention.

Although our new Branch Manager, Mr. Peacock, has only been with us a few weeks, the Exchange is already displaying some of the pep and energy that won Mr. Peacock his reputation in the Los Angeles Exchange on the West Coast.

PEP

### For Sale

One Ford Car with a piston ring,  
Two rear wheels and one front spring  
Has no fender and leaks at the tank  
Eats up gas and will not crank  
Differential broken half way thru,  
Engine missing, hits on two,  
Three years old, coming Spring,  
No transmission or anything.  
Radiator punctured, leaks like hell,  
If she runs on low, is doing well.  
Piston cracked, front wheels bent,  
Inner tubes filled with cement,  
She's got the Pep, runs like the deuce,  
Burns kerosene or tobacco juice  
Needs four tires and lost one rim

but

It's a darn good Ford for the shape it's in.

## In the Snow



While New York was enjoying what seemed to be Spring weather last week, Pep received the above photo from our Winnipeg correspondent, showing Mrs. Margetts in white tamoshanta, seated with her daughter in the dog sleigh.

Skiing, skating, and dog sleighing are the chief sports in our Winnipeg section and are enjoyed by many of our personnel there.

## EXPLOITEERS' CIRCLE

**Kenneth Renaud**, Salt Lake City, attired a half dozen flappers in Tudor style and had them on the streets every day in the Mormon city, placing a tag on every man reading: "Now that you're a Knight, Take Your Family to See Marion Davies in 'When Knighthood Was In Flower.'" (etc.) This and many other fine stunts crowded the Kinema Theatre for two weeks.

**Oscar Kantner**, Atlanta, is certainly working a virgin field. What the exhibitors in his new territory haven't done in exploitation would fill an encyclopedia. In one town the other day, Oscar had the pleasure of preparing the exhibitor's first newspaper ad. The editor was so tickled at the new source of revenue that he spread publicity for the picture all over the first page. Oscar says he's having the time of his life working all the stunts from the year one.

**Jack Hellman**, Minneapolis, went out on an assignment with Chicago Bill Danziger before hitting the milling city. Jack sold his prowess to Bill right off by cooking up a story that two beautiful doves from the Wally Reid estate would be given to the citizen of Valparaiso, Ind., who could write the best letter of condolence to Mrs. Reid. The doves were displayed and excited no end of comment in connection with the engagement of "The Ghost Breaker."

## This Takes the Prize

Tom Dowbiggin of Montreal, Canada, sends us what we call the prize letter of the year.

Anyway, it gives Exploiters a new angle on themselves and we advise all to read it. The letter reads:

Jallappy, Que.

Famous Lasky Film Service, Limited,  
Montreal, Que.

Dear Sirs:

I have been receiving a lot of letters from you regarding something called an Exploiteer, it seems that an Exploiteer is something that can make your business double over night without any cost to us; if so I want to state right now that you can take the next train and move on down to Jallappy, I don't want no more letters I am calling your hand and if you've got the goods lay them on the table, for my business can sure stand one of these animals what ever they are.

I have a popcorn vending machine in my lobby that they promised would take in as much as I take in at the box office, I ain't taking in much at the box office but if this here exploiteer thing is another one of these I don't want it, besides I ain't got no room for it in my lobby.

I've been stung with everything that a dude who owns a country picture show can be stung with, from an automatic organ that don't automat to shares in an exhibitors film exchange that never got any film.

Don't think that I don't know this business, I have just gone for twelve bucks for a paper called Wids and I get it every day at the post office addressed to the theatre, it kinda reminds me of the time when I sent fifty bucks for sure fire information on the races and it came every day in a sealed envelope marked Confidential I never was able to unravel the first code the guy sent me so they were no good to me. This Wids guy ain't so bad he don't send you no code, I see by his paper that there is a feller out in Split Lip, Arizona, having a lot of trouble like me too, his name is Deneker and believe me if I ever started in to tell him my troubles he would feel like a Piker.

Anyway, this is getting away from this exploiteer business and as I said, if it is any good I might as well get hooked for this too, you ain't foolin' me any when you say that it don't cost anything, that's what they told me about the Popcorn Machine, "Pays for Itself in a Month," but they are still drawing on me at sight at the rate of thirty men a month for the blamed thing. If this exploiteer business is bought on the monthly payment plan I DON'T WANT IT, but if it's any good and does what you say, I'll take it providing the terms are reasonable and it don't take up too much room.

Hoping to hear from you as I generally do when I write one of these kind of letters.

Respectfully yours,

A. GLUTTON,  
Manager Jallappy Opera House.

## Mannie Blume Says:

A man should never be ashamed to own that he has been in the wrong; it is but saying in other words that he is wiser today than he was yesterday.



## St. Louis Slants

By Bill Harwell

Leon J. Bamberger, Assistant Manager of the Division of Exploitation, stopped off last week for a hurried visit. Bam was on his way to the "wild and wooley" to teach the natives of Mexico City a few tricks in the way of Exploitation. Luck to you, Bam, and think about us back here in the "desert." Oh, Boy, how we envy you.

Special Representative Frank Fountain spent several days with us last week. Frank's now headed for the Sunny South to pay his respects to the new Exchanges. Come again, Frank. We enjoyed your stay.

Chief Saunders certainly started something when he stepped out with his gang of henchmen and told the world that "The Miracle Man" was coming. Everybody's doing it now. Last Sunday a cornet peeled off "Rock of Ages," from the window of one of the churches just before the service began. How about that for a ballyhoo, Chief?

Arthur Baggott has hit the dusty trail with blood in his eye. "I'm gone for two weeks, boys," he shouted back as he whisked away in a taxi, "and I'm gonna bag some game." And the betting's two to one around the office that he makes good his boast. Arthur's that kind of a guy.

"The prettiest girls in the world," is the proud boast of Atlanta, Ga., the writer's old home town. And it's no idle talk. But listen to me, feller (and I'm somewhat of a connoisseur) Atlanta hasn't them all. Yer oughta drop into 3721 Washington Blvd. and cast yer peepers about the place. It's a feast for the eyes. Ain't Bill the lucky kid?

## Montreal Mutterings

By R. E. Rigler

A careful habit is the best bodyguard.

The more sales you expose yourself to, the more you will make.

"Do you want a good, regular job, steady work day in and day out, with steady pay?" snapped the Northerner.

The visitor backed away. "No, suh; not if I kin git anything else to do," he stated.

Mrs. Jones: I'm quite a near neighbor of yours now. I am living just across the river.

Mrs. Smith: Indeed. I hope you drop in some day.

"What was the hardest thing you ever did?" the cub reporter asked the Great Man.

"Meeting the easy payments on the first furniture I bought," he smiled.

## Boston Brevities

By Jad

Even a featherweight exhibitor can tickle his patrons with "ADAM'S RIB."

While to New England exhibitors the fact that "JAVA HEAD" exteriors were made at Salem, Mass. (the location of the story in the book) means great publicity to them, each exhibitor everywhere should bring out this fact. The public dotes on these intimacies.

Service before the sale! This is a new angle!

H. H. Goldstein, Salesman, covering Vermont, importuned owner of property in small town to refrain from foreclosing on exhibitor on the strength of selling him PARAMOUNT pictures.

We hear a rumbling in the distance!

It's the "COVERED WAGON" approaching Boston. This is nothing to the furore the picture itself will create when it gets here!

When the time comes why not try to get a sign on every wagon and auto truck having a top on, reading: "THE COVERED WAGON IS HERE"?

Herman Lorber, our analytical office manager, says if we ever make a picture called "Pinochle," he would like to direct it. Claims he could get a lot of money from it.

When exhibitors ask Joe Cronin, Zone one Booker why he hounds them so for closer dates, he replies: "Be broad-minded."

How to torture an exhibitor: Show him the featurette on "BELLA DONNA", then make him wait to see the picture itself. It's enough to make him commit "MANSLAUGHTER."

A New England girl (Providence, R. I.) was one of the prize winners for suggesting the title "THE TEN COMMANDMENTS."

Watch a New England exhibitor grab off one of the gowns offered for best exploitation on "ADAM'S RIB."

## Why He Wasn't Promoted

Life

He watched the clock.

He was always grumbling.

He was never at the office on time.

He asked too many questions.

His stock excuse was "It isn't necessary."

He wasn't ready for the next step.

He did not put his heart in his work.

He learned nothing from his blunders.

He chose his friends among his inferiors.

He ruined his ability by half-doing things.

He never acted on his own judgment.

He did not think it worth while to learn how.

He did not learn that the best part of his salary was not in his pay envelope.



## Shirk's Gossip of the Studio

By Adam Hull Shirk

Hollywood, March 7th.—George Melford has finished his production, "You Can't Fool Your Wife," and says he has a good picture—as far as anyone can tell until it is released for the public. Certainly it has everything in it to make it appealing. Timely in its discussion of problems that are uppermost, beautifully done, acted by a cast of favorites including: Leatrice Joy, Lewis Stone, Nita Naldi and Pauline Garon; with sumptuous sets, snappy titles and a lot of comedy, it ought to hit 'em right between the eyes. "It's different," says Uncle George, "different than anything I ever did before and it has a smashing melodramatic climax." That sounds good, doesn't it? Waldemar Young adapted this Hector Turnbull story.

Owing to Alfred Green's illness, another director will have to make "Children of Jazz," and for this reason Beulah Marie Dix did not go East to confer with Mr. Green, but at the last minute cancelled her trip. A cast of favorites will be chosen. This is from a play by Harold Brighouse and deals with the modern vs. the past in the habits and doings of young folks. That's an up-to-the-minute theme and it ought to be a dandy subject for screening.

"The Cheat," is going at full swing and everything points to this new version by Ouida Bergere of Hector Turnbull's screen classic being a marvelously fine picture. With Pola Negri in the stellar rôle as the wife, Jack Holt featured as the husband, Charles de Roche in support as an East Indian villain—and with Fitzmaurice as producer, there is everything in the world to make it great. And the sets, costumes, titles—all are above the average. Miss Negri is a veritable Hebe in her new sartorial creations and in the moments when she reaches heights of emotion—as in the courtroom scene—she is said to have opportunities histrionically that are almost unparalleled.

Sam Wood having recovered from his illness, started tonight for Del Monte to begin work on "Bluebeard's Eighth Wife." Gloria Swanson in the name part is going to again have a chance to act in many fine emotional scenes and to wear sumptuous gowns. Then there are seven other lovely girls as the other seven wives. Sada Cowan's adaptation is from Charlton Andrews' adaptation of Alfred Savoir's play. They will be in Del Monte, a wonderful resort on the Southern coast, for some ten days.

Walter Hiers is still working at "Sixty Cents an Hour"—that is, the picture he is doing is so named and Joseph Henabery is directing. But the end is in sight. Grant Carpenter adapted the Frank Condon story. Next will

(Continued on page 15)

## When Good Fellows Get Together

—such as Tom Meighan and George Ade, who, by the way, are intimate friends, you can look for something good. "Back Home and Broke," bears us out in this respect and after Al Green and Tom finish "The Ne'er-Do-Well," which is now in the making at our Long Island Studio, the latter will probably go to White Sulphur Springs to confer with Mr. Ade on a new story.

The very fact that Tom Meighan as the star, and George Ade as the author, are pulling one hundred per cent for each other, is of tremendous sales value to exhibitors as well as ourselves, for it is then that the ultimate is reached where story and screen are concerned.

## Mahlon Hamilton to Play Opposite Agnes Ayres

Mahlon Hamilton, who has appeared as leading man for several of our stars during the past two years and who recently arrived in New York from the Coast, has been engaged to play opposite Agnes Ayres in "The Heart Raider," an adaptation of Harry Durant's play, "Arms and the Girl," which was started at a Florida location last week under the direction of Wesley Ruggles. Following that picture he will play opposite Bebe Daniels in "Bluff," also under Ruggles' direction.



## Twelve Writers Now Engaged in Scenario Department at Our Long Island Studio

With five productions under way at our Long Island Studio and preparations being made for many more, the Scenario Department under the direction of E. Lloyd Sheldon, Chief Production Editor, now has twelve writers, the largest number since the studio was re-opened several months ago. Out of the number eight are ex-newspaper writers.

Mr. Sheldon, whose latest work for the screen was the adaptation of Edith Wharton's novel, "The Glimpses of the Moon," worked on the New York *Globe*, New York *World*, New York *American* and was Washington correspondent for the New York *American* several years ago.

Jack Cunningham, who is preparing "The Heart Raider" for the screen now, was formerly with the New York *World* and the *Sun*. Albert Shelby LeVino, now engaged in adapting "Bluff," is an old New York *Times* and New York *American* reporter. Benjamin de Casseres, who writes titles and does many other things for Paramount Pictures, is a veteran newspaperman, having served for years on the New York *Herald*. J. Clarkson Miller, at present writing the script for Dorothy Dalton's next picture, is a western newspaperman, having worked on the Des Moines *News*, Des Moines *Capital* and Los Angeles *News*. Peter Milne, formerly with the Motion Picture *News*, Sonya Levien, who worked for a time on the Boston *Journal*, and Ed Sullivan, formerly sporting editor of the New York *Herald*, complete the list of ex-newspaper writers who are now turning their talents to motion picture work.

Other new writers in the Scenario Department who have not been connected with newspapers at some time in their career are John Lynch, who recently adapted "The Enemies of Women" for the screen and who is now at work on the script for "Lawful Larceny;" Pauline Forney, who is at present in Florida with "The Exciters" company; Paul Dickey, author of "The Misleading Lady," "The Broken Wing," and "The Ghost Breaker," and who has just written the script for Dorothy Dalton's latest picture, "Fog Bound"; and Paul Sloane, a veteran picture writer, who wrote the scenarios for "Over the Hill," "If Winter Comes," and scores of other pictures.

And they're all Paramounters.

## When Brenon Directs

It's a pleasure to see Herbert Brenon direct. He's making his first Paramount production, "The Rustle of Silk," with Betty Compson and Conway Tearle featured and Anna Q. Nilsson and Cyril Chadwick in big rôles. Sada Cowan and Ouida Bergere adapted the Cosmo Hamilton story and Julia Crawford Ivers is production editor—or editress, whichever you like.

Brenon rehearses till he gets everybody at home in their rôles. He plays the music that fits the theme of the scene—has it played, that is. He starts with martial precision—so many whistles for lights, camera, etc. And away they go—like a regular play. It's a real treat to watch.

## Some Inside Dope on Tommy

We have discovered something else regarding our own Tom Meighan that is more than worthy of comment in print.

PEP, in his Long Island Studio wanderings, picks up a lot here and there and only the other day discovered that Tommy Meighan has devoted the proceeds for all of his personal appearances to charity in that particular locality in which he appears.

Furthermore, Tommy has done this ever since he has been the "good luck star."

An instance of Tom's thoughtfulness in behalf of charity was brought out recently while he with his director, Al Green, and other members of the cast, were in Panama making "The Ne'er-Do-Well."

The wives of the Panamanians were having great difficulty in raising funds for a hospital near Camp Corzal, Panama. They appealed to Tom and one wet rainy evening he journeyed several miles and made a personal appearance in behalf of the organization behind this hospital move, and inside of a very few minutes had raised \$750.00 for them.

Tom not only devotes his proceeds to charity but insists upon those for whom he is appearing giving it to these benevolent organizations.

## On the Inside at West Coast

By Shirk

Ever try to pick seven beautiful girls for seven wives in a picture all at once? That's the job Sam Wood has been up against.

Gloria Swanson is number eight—and the star—of "Bluebeard's Eighth Wife."

The other seven, all types, all lovely, have been selected and are as follows:

Areta Gilman, as a riding girl, Irish type.  
Thais Valdemar, a Russian girl (and she is).  
Majel Coleman, French girl.  
Christianna Mont, Spanish girl (she is).  
Helen Butler, English girl.  
Maude Wayne, golf girl.  
Irene Dalton, show girl.

Seven beauties to surround the loveliest of lovely stars—our always charming Gloria Swanson!

Sada Cowan adapted this adaptation by Charlton Andrews of Alfred Savoir's play. Jules Crawford Ivers is production editor. It starts Feb. 12.

## Shirk's Gossip

(Continued from preceding page)

be a picture by Walter Woods tentatively titled "Fair Week," but this will be changed. Rob Wagner will direct and Tom Geraghty is doing the continuity.

James Cruze is now in your midst with "Hollywood." He can tell you all the wonderful things about this wonderful picture.

Betty Compson is preparing to do "The Woman With Four Faces," under Herbert Brenon's direction.

## Winnipeg Notes

By Miss L. Margolis

The Winnipeg Paramount Pep Club held its monthly get-together Feb. 24th. The offices were decorated with crepe paper and balloons, and that, together with the fact that all present wore fancy paper caps, gave it the appearance of a cabaret. The evening was spent in games, screening, dancing, and refreshments. The only draw-back of the evening was the fact that our Manager, Mr. Margetts, got an acute attack of tonsillitis just before the affair, and we certainly all missed him, as he is always the life of the party.

Our peppy Salesman, Bill More, got into a small town a few days ago. His train got there at 2 a. m., and the next train back was at 5 a. m. In order not to have to stay over a day and waste time, Bill got the exhibitor out of bed, and what do you think! At 5 a. m. that same morning, our friend Bill was onward bound with a contract in his pocket and a broad smile on his face. That's the stuff, Bill! Keep up the good work!

Mr. Akers, our General Manager for Canada, is expected on a visit here in a few days. We are all looking forward to Mr. Akers' visit, as it's quite a while since Mr. Akers' last visit with us.

Mr. Margetts is back on his feet again and making up for lost time. You can't keep a good man down!

## Toronto Tattle

"Bill" Bach rejoined the Paramount Family this week as Toronto Exchange Manager, succeeding Carl Weeks, who is going to the States. He says he has sworn off wearing his one-piece bathing suit when he races a policeman through Queen Street again.

Marguerite Mahoney, formerly of the Booking Department, has been promoted to Secretary to Mr. Bach.

Mr. Akers and "Joe" Ferte are scheduled for a trip West next week.

A stag party was held the other night as a farewell to Mr. Weeks.

"Queenie" Neely, who sneaked off and got married two weeks ago, is still wearing her honeymoon smile. She introduced her husband to the gang at a special screening Sunday night.

The long and the short of it. That's what we're reminded of when we see Ruth Weaver and Marge Foley trooping out to lunch together.

With the coming of Spring, L. D. Hatfield is beginning to talk about that Island of his down Nova Scotia way. He's thinking of taking some of the boys on a fishing trip vacation time.

## PROPS

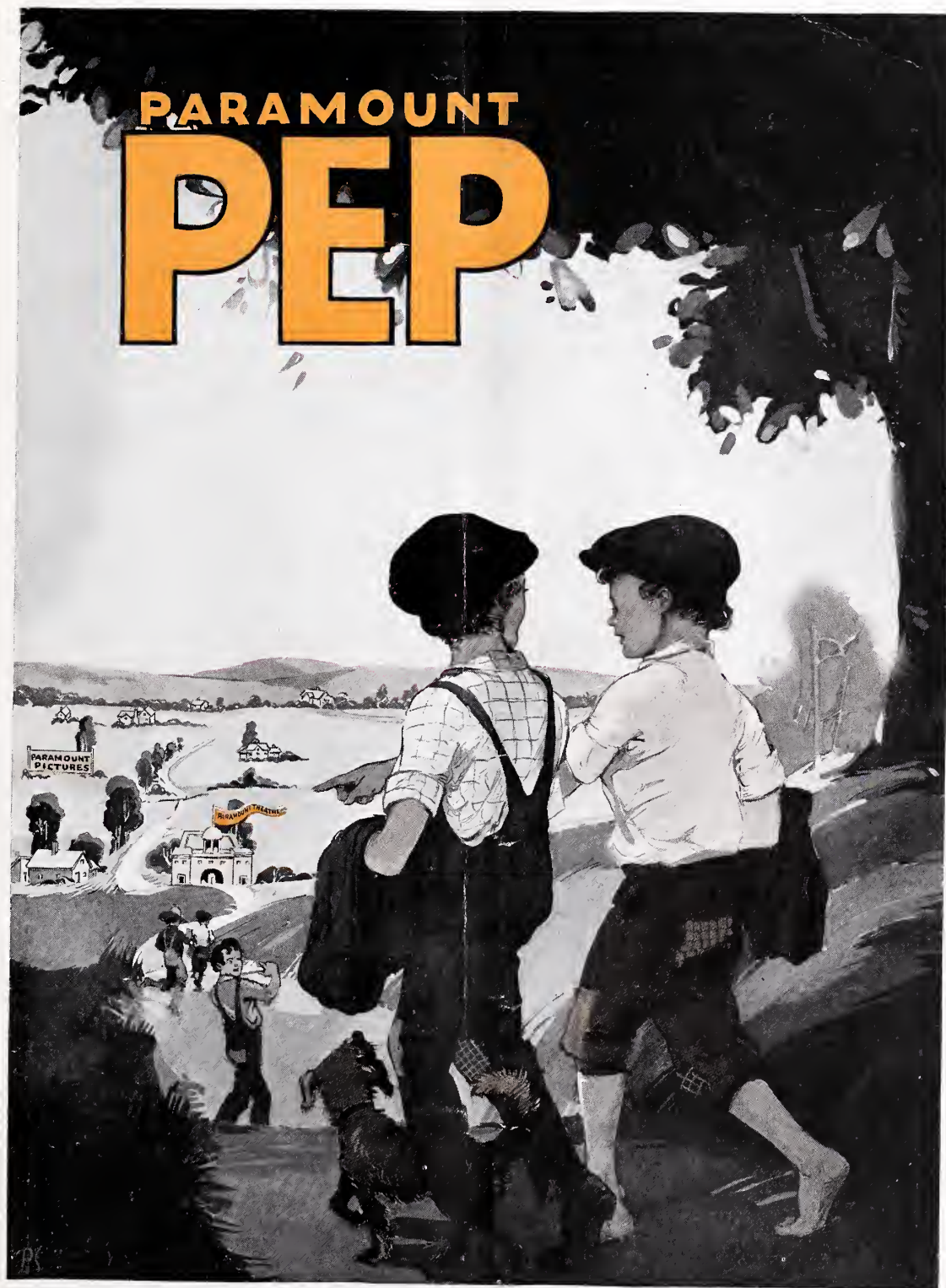


## JOHNNY FLIVVER

## HE CAUGHT AN AFRICAN POLLY-WOG!







Even The Kids Know The Road  
To The Best Entertainment

# President and Mrs. Harding See "Bella Donna" and "Grumpy"

**A Host of Celebrities in Addition to the Presidential Party Witness the Two Paramount Pictures at a Private Showing in St. Augustine, Florida**

Thru the efforts of Mr. A. Lasker, Chairman of the U. S. Shipping Board, Mr. E. McLean, owner of the Washington Post, both working thru Paul Block, prominent publisher in New York City, a most successful private showing was given at the Hotel Ponce de Leon, St. Augustine, Florida.

## MRS. HARDING INVITES GUESTS

It was originally planned to show the pictures in a private room especially prepared for President and Mrs. Harding, Mr. and Mrs. McLean, the President's hosts, Mr. A. Lasker, Secretary, George Christain and other celebrities, but upon the arrival of the Presidential party from Palm Beach, Mrs. Harding requested the presence of every guest at the hotel.

This entailed quite a lot of work on the part of the boys giving the showing but promptly at nine o'clock that evening, four hundred guests witnessed Pola Negri's first American made picture under the Paramount banner.

## PICTURE ENTHUSIASTICALLY RECEIVED

"Bella Donna" was enthusiastically received by all, in fact not one criticism against the picture was heard.

Besides the Presidential party there were such people as Chauncey Depew, Governor Hardee of Florida, George Ade and others who personally expressed their appreciation to Pep, representing Famous Players, for the excellent entertainment.

## THEY SEE "GRUMPY"

The next evening "Grumpy" was screened in the same fashion and from the comments heard four hundred prominent people are from now on Roberts fans.

President and Mrs. Harding and their entire party are certainly real people and movie fans as well, for after the showing of both pictures their next ambition was to see "The Covered Wagon."

Arrangements for the exhibition of this big production are already under way and are being handled by John Flinn.

## Kempner Didn't Believe in Signs

When salesman Kempner was walking down a street in Buffalo recently, he saw this sign over a theatre:

"We show nothing but the best pictures."

Mr. Kempner went in, found the manager and said, "I noticed your sign outside and you are not telling the public the truth."

"What do you mean?" said the manager.

"I mean," said Mr. Kempner, "that you say you show nothing but the best pictures and I note you do not play any Paramount Pictures which you know are the best. I happen to be the city salesman for Paramount and that is why I came in to see you."

"Come right upstairs," said the manager.

The climax of the story reads like this. At the end of three hours Kempner, the leading man, made his exit from the scene of action with a contract for 194 Paramount Pictures to be used at the rate of three each week—with a date against each picture.

This is a case where a Paramount salesman did not believe in signs.

Allan S. Moritz, Branch Manager at Buffalo, says that it is this kind of initiative on the part of our salesmen that makes them worthy of carrying the Paramount brief case.

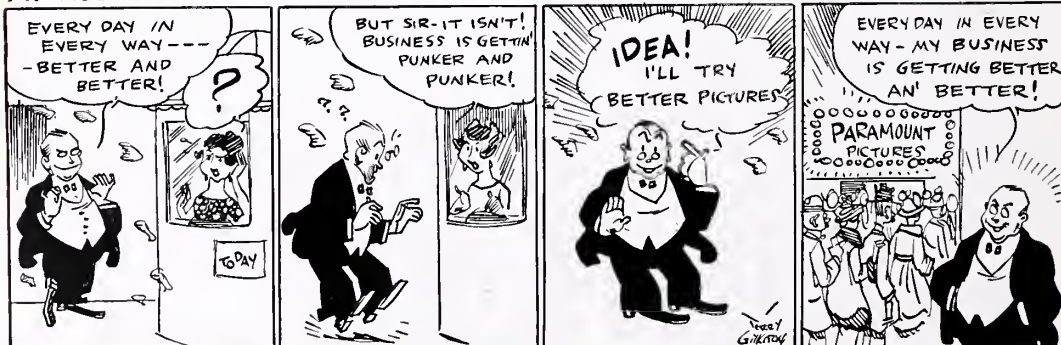
## Important

**Will the Exchange who forwarded to the Home Office 102 Transfer Form for approval of the Cumberland Theatre, with Mr. David Blank as exhibitor to Mr. Harry Brandt, communicate with the Home Office as to what Exchange and city same covers.**

**G. B. J. FRAWLEY**

## A. WISE EXHIBITOR -

COUE' IS RIGHT - BUT SAY IT WITH PARAMOUNT PICTURES





## A Bunch of Live Wires



This bunch of live wires hail from our Cleveland Exchange. They are a happy and surely a "peppy" crowd.

Reading from left to right, they are: Mr. Beckstead, Mr. Little, Mr. Sladdin, Exploitation Man; Mr. Ray Morris, Booking Manager; Mr. Conway, Zone 5 Salesman; Mr. J. E. Fontaine, Branch Manager; Mr. Fink, Mr. Cummin, Accessories Manager and Mr. Wayne.

## "The Salesman's Creed"

I believe in the goods I am selling, in the firm I am working for; and in my ability to get results. I believe that honest goods can be sold to honest men by honest methods. I believe in working, not waiting; in laughing, not weeping; in boosting, not knocking; and in the pleasure of selling goods. I believe that a Man gets what he goes after; that an order today is worth two orders to-morrow, and no man is down and out until he has lost faith in himself. I believe in today and the work I am doing; in to-morrow and the work I hope to do, and in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship, and honest competition.

I believe there is an order somewhere for every man ready to take one; I believe I'm ready—right now.

EDWIN OSGOOD GROVER.

## Portland on a Paint Campaign

C. M. Hill and his Portland crew have started on a paint campaign throught his territory.

They wrote to every paint company in Oregon telling them to get busy and get after the theatres for a Spring cleaning.

The campaign is going along smoothly and to telling effect, many exhibitors having personally called on Mr. Hill and approved of the plan.

Here's the big idea however.

A clean new painted front calls for clean new posters so that at a not far distant date the majority of theatres in Oregon will be sporting new painted fronts together with additional new and attractive Paramount posters.

We'll say this is farsightedness and cleverness on the part of the Portland staff under Mr. Hill in bringing about better and more perfect exhibition of Paramount pictures in that territory.

## Salesman—Exploiteer

Dave Kimelman, Salesman covering Zone 8, out of the Pittsburgh Exchange, rushed up to Mike Vogel, Exploiteer, just prior to the former's departure for a trip in the territory and grabbed a rotogravure section on one of our productions.

The last Mike saw of him he was dashing out the door for a train—the next thing Mike heard of him was a letter in the form of an order for five thousand rotogravures to be used in the leading newspaper at Fairmount, West Virginia. Dave sold the idea to the newspapers and they in turn ordered five thousand.

This is just another instance of how the Salesman and Exploiteers are working hand in hand.

## Three Years With Corporation

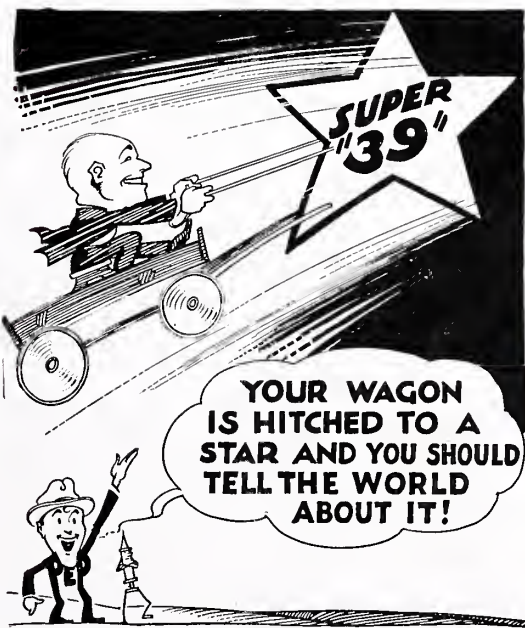
R. W. Saunders, Comptroller of our corporation, celebrates his third anniversary under the Paramount Banner on March 28th.

Judging from the amount of friends, congratulations and other expressions of the famous R. W., you would think he had been here fifteen years, and we hope that this celebration is only one of an indefinite number.

## Exhibitor Praises Exploitation

An exhibitor in Eau Claire, Wisconsin, recently wrote Fred Strief, our Minneapolis Branch Manager thanking him for the work done by Jack Hellman, our Exploiteer in Minneapolis on exploiting "Adam's Rib."

## Hitch Up and Drive!



# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 MARCH 21, 1923 No. 37

## The Germ

The minor causes of a disease and the simple light we ourselves make of them eventually puts it in a serious stage—then everything is in a turmoil—no effort is spared to dispense with it in its entirety and oftentimes it proves fatal.

Any germ which is an enemy to health, can outwit the latter in many cases; then he who laughs first also laughs last.

There is a germ—an enemy to prosperity which inhabits any spot on the universe—this germs is "carelessness" and a more deadly one does not exist. This success destroyer has found fertile nests in many individuals who as in the case with disease have made light of the germ's earliest and strategic attacks.

Without any limitations as to the progress it plays havoc with earnest desire, loyalty and anything that tends to go for a healthy and successful person.

Sooner or later, mostly later, the unsuspecting victim awakens to the fact that "carelessness" has taken a death hold and that Doctor Fight is the only one that can save him.

It is in this fight for "health" again that the horrible results of carelessness pass thru the victim's mind.

What an ordeal!

But oh, how good it feels to know the germ has been completely shaken off!

No person is immune from "carelessness" as it is a known fact that we are all physically susceptible to germs—BUT the healthy one—successful one—knows what is needed to stave off careless fever.

Your prescription is first of all, a large dose, of overhauling—then taking the disease in its early stages and thinking over just how, when and where it started. Then comes a remedy that must be thoroughly and diligently applied—an "anti-carelessness plaster" heated over a hot fire of determination and applied with a good intention knife, then finally covered with a flannel disinfectant insuring against the return of the germ.

There is no reason why this germ should not be annihilated—if you have the disease, shake it off. It doesn't cost a cent for the prescription and the doctor is yourself—so, if you so desire, you can cure yourself gratis.

## Who Are They?



Do you know them? Here they are.  
Back row: Robert Caskey, Jack Cunningham and Dave Kimmelman.  
Sitting: Ed Stuve and Ray Moran.  
These gentlemen comprise most of the Pittsburgh Sales Force and are a bunch of live wires.

## PUSH versus PULL

I was out of work  
And looking for a JOB  
The Other Day.  
Cussed the Luck and  
Said it Took "Drag"  
To Land an Easy Berth.  
Thought I'd try again  
In a Big Office downtown.  
The door of Opportunity  
Was Closed.  
I Pulled and Pulled, but  
It did not Budge.  
Then I saw a Sign, which said  
"Entrance, PUSH."  
I Pushed—the Door opened.  
My Pull had done no good.  
I kept right on Pushing my  
Way upstairs for the Job.  
I Pushed the office door:  
It opened. The Stenog said,  
"What do you Want?" I said,  
"Your Manager wants to see me."  
"Your Name," said she.  
"WILL PUSH," said I.  
She Pushed the frosted glass door,  
Opening into the Mahogany  
Green Plush Sanctum.  
The Big Boss looked up.  
"WILL PUSH is my name;  
You Need a Man;  
I can Start at Once."  
"You're Hired," said he.  
PUSH, the Open Sesame to the  
Door of Opportunity,  
Got Me a Job.

TEMPLE UNIVERSITY WEEKLY.



# Fortune Awaits The Man Who Never Quits

## Selling In Des Moines

A. W. Nicolls' staff of salesmen stepped on the gas recently and turned what looked like impossibilities into revenue.

First of all, Ray Copeland, salesman, invaded his zone and sold four towns that had never been on the Paramount books before. Contracts taken from every exhibitor in these towns were for no less than one year each at schedule.

Copeland is full of the Des Moines pep and says this is only a starter.

Along comes Bill Wiley, the Irish go-getter from this exchange who sold an account that had previously advised that he was thru with Paramount. When asked how he did it, Wiley said, "my Irish salesmanship, coupled with the faith I have in Paramount and the product I sell were the big things that convinced the exhibitor of the value of purchase."

And last but not least, Frank Crawford, rolled into a little mining town of only two hundred souls. The exhibitor had previously said he would be unable to use Paramount Pictures as he wanted a change. Frank said he saw that he got the change all right—from one contract to another.

Frank romped away with a contract not for thirty weeks but for full fifty-two.

This is the spirit that makes the Paramount flag a waving banner of success.

## R. G. Barrett Surprised

Yes, T's true. Sixteen attractive young ladies paid homage to the youngest old man in our organization on March 27th, at Zucca's Italian Gardens in New York.

The lucky man was none other than our own R. G. Barrett of the foreign accounting department in the Home Office who previous to his regular time for luncheon had expected to spend his Sixty-sixth birthday over a sandwich and cup of Java all by his lonesome.

But not as far as the ladies were concerned. By the way, our hats are off to these sixteen ladies also who managed to keep the secret surprise a SECRET. The brains of the delegation of ladies concocted the idea of having Mrs. Barrett invite her husband to lunch. He accepted this invitation and when he entered the dining room he was completely flabbergasted to find a host of females to do honor to the sixty-six years of a most lovable man.

The immense birthday cake gracing the center of the tables could only hold six candles but they multiplied it by eleven and it was O.K.

Those in attendance beside Mr. and Mrs. Barrett were: the Misses Goldstein, Scott, Shuman, McGovern, Belle Goldstein, Goldsmith, Mengel, LeViness, White, Jeane Cohen, Doty, Kass, Baker, Scheuer, Lyons and Aronstamm.

Here's our tardy but sincere congratulations to Mr. Barret on his SIXTY-SIXTH birthday and six years with the corporation.

## SINGER The Poor Fish

The sunfish plays in the water,  
The starfish rests in the sand,  
The flying fish uses the atmosphere,  
And the poor fish walk on land.

## "The Covered Wagon"



A big publicity tie-up for "The Covered Wagon" was effected recently by Carl F. Mock, Zone Manager in the Atlanta Exchange when he ran across "The Royces," a big time vaudeville team, playing some of the theatres in his zone.

As these people intended to spend the entire winter in the South, touring in their novel house on wheels, Mr. Mock saw the advantage in an unusual sort of tie-up, as thousands of tourists now in the south could be reached in this way.

"The Covered Wagon" signs which stand out very prominently, were put on both sides of this car.

We'll say this is a clever piece of exploitation.

## Toronto Tattle

Ruth Gaynor is a new addition to our record department. Ruth is very shy and reticent so we haven't been able to get a line on her yet.

"Bill" O'Neill visited Montreal recently and was well entertained by "Ed" English and his gang. Those Montreal chaps are sure a hospitable bunch. You're always sad when you leave.

## Not a Racing Man

Teacher—Jimmy, tell us about the Mongolian race.

Jimmy—I wasn't there. I went to the basketball game.

# PEP'S ACCESSORIES BIN



## Accessories Managers

THIS IS WHERE YOU STOOD FOR WEEK  
ENDING MARCH 17TH

(Based on percentage of accessories quota  
delivered)

1. DES MOINES
2. NEW ORLEANS
3. MINNEAPOLIS
4. WASHINGTON
5. BUFFALO
6. ATLANTA
7. SIOUX FALLS
8. WILKES-BARRE
9. BOSTON
10. OKLAHOMA CITY
11. PITTSBURGH
12. PHILADELPHIA
13. SALT LAKE
14. DETROIT

15. LOS ANGELES
16. DENVER
17. COLUMBUS
18. PEORIA
19. KANSAS CITY
20. ALBANY
21. CHARLOTTE
22. PORTLAND
23. NEW YORK
24. MAINE
25. INDIANAPOLIS
26. SAN FRANCISCO
27. SEATTLE
28. CLEVELAND
29. CHICAGO
30. CINCINNATI
31. NEW HAVEN
32. MILWAUKEE
33. OMAHA
34. ST. LOUIS
35. DALLAS
36. JERSEY

Out of 9 offices DIVISION 1 had 5 over their quota.

Out of 9 offices DIVISION 2 had 2 over their quota.

Out of 12 offices DIVISION 3 had 4 over their quota.

Out of 5 offices Southern Division had 3 over their quota.

## Make Note of This



The above photograph shows Oscar Kantner, Exploitation Representative at Atlanta (right), explaining to O. L. Freeman, Accessories Manager, F. L. Collins' idea of a shadow box featuring an insert frame and card.

The idea was put into effect by Collins, Accessories Manager at the St. Louis Exchange and Freeman thought so much of the idea that he has made one and placed it in the Atlanta Exchange, thereby passing along to exhibitors a great idea.

## A Letter to PEP

Dear PEP:

After Harry Swift had tied up New Orleans on "WHEN KNIGHTHOOD WAS IN FLOWER," for the Strand Theatre, I secured from the Saenger Amusement Company this big order on four productions:

113 Twenty-four sheets, 300 One-sheets, 100 Three-sheets, 60 Six-sheets, 900 Window cards, 62 22 x 28 photographs, 32 11 x 14 photographs, 51,000 Heralds.

Gee! exploitation is a great thing for accessories.

Yours very truly,

F. FRANCOIS,  
Accessories Sales Manager.



## I Am the Paramount Six-Sheet

By A. G. Pickett—Los Angeles Exchange

I AM the Paramount 6-sheet.

I AM the son of the 24-sheet. I am the brother of the 1-sheet and the 3-sheet. I am sturdy and I am rugged. I am colorful. I am forcible. I am pleasing to the eye, because I am the happy combination of scene and selling talk. I am action. I arrest and hold attention. I am universal in my appeal. Man and woman, boy and girl find time to stop and gaze on my wonder. I stir the imagination and heighten the impulse to see more of my story. But I am dignified and distinctive, and therefore very desirable.

I AM the handy man of the poster family. I go and stay where my father would be too large—where my brothers would be too small. I am not particular. I work well and long wherever I am placed. From the side of fence or barn, from signboard or billboard I am constantly facing the world, carrying my message to the passerby.

I AM elastic, too in the many uses to which I may be put. I work exceedingly well in straight lobby display, or I just as effectively grace the background in the window tie-ups in exclusive shops. Or I can equally as well tell my message from the street ballyhoo. I greet with welcome the knives and shears on their merry way to the cut-out. I am several posters in one—I am one poster in several.

I AM reasonable—worth many times my cost—yet available for every type theatre. I work as effectively for the small town house as I do for the big city first run theatres.

I AM the constant and unfailing friend of all exhibitors—I am ready and eager to serve.

I AM the Paramount 6-sheet.

## "A Renewed Account"

The Gem Theatre, Blytheville, Ark., was off of our books for a while, but this theatre is now back with bells on. He bought the 39 and we know that he is going to be more than satisfied with the results obtained.

Why?

Because F. Francois, New Orleans Accessories Manager, tells us that Mr. Wilkes, Branch Manager, and Mr. Swift, Exploiteer, and Mr. Francois himself took a substantial and varied order for accessories on the first few pictures of this group which the Gem Theatre has booked.

## Our Friend, A. R.

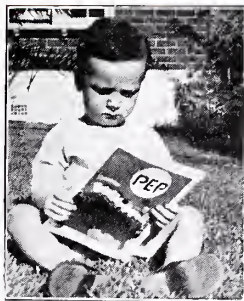


A. R. Mueller

Here's our old friend, A. R. Mueller, who hails from the Cincinnati Exchange.

A. R., is by no means a recruit in our ranks for he was formerly Accessories Manager at our Indianapolis Exchange.

## What Could Be Sweeter?



Bruce Flynn

Here is little Bruce Flynn, nineteen months old, over a thousand miles from us, in the far country of Australia.

He is the son of Herman Flynn, of the local Advertising Department, and the one responsible for the production of all local accessories.

Bruce seems very interested in what he is reading; doesn't even know his photo is being taken. Can you blame him? Look what he is reading.

## The Catalogue Idea

Based on the initiative and forethought of several of our Accessories Managers, fanfotos and heralds have been attractively catalogued by these individual exchange Accessories Managers to a surprising and telling effect.

When PEP was in Detroit recently, Andy Jacknic, the Accessories Manager there, showed him dummy proof on a catalogue of our heralds and to say that it was attractive, unique and handsome, only half expresses it.

The big point in favor of this catalogue is the fact that the salesman can slip it in his pocket and not only show the exhibitor the heralds by giving him the entire cast in the picture but the nature of the story as well, which is reproduced on the opposite page.

Of course, we have our beautiful booklets on the "Super Thirty-Nine," but this catalogue idea of the heralds promotes the individual sale of accessories, especially the heralds and oft-times results in orders being placed on heralds far in advance of the showing, in fact, many times it has sold a picture for the salesman.

Then it comes to our attention the fact that J. H. Elder, Accessories Manager at Dallas, has catalogued the fanfotos and has given one to each zone manager for use in his sales, not only in accessories but pictures as well.

We think this is a splendid idea and if there is anyone who has had success or failure with this idea, we would like to hear from them as we will all learn much more by printing the facts pro and con regarding the cataloguing of fanfotos and heralds.

## A Smile

No, it cannot buy a dinner; and it cannot clothe the poor,  
And it cannot work in sickness as an everlasting cure.  
It can change a bitter feeling; it can brighten up a day,  
And it has a way of driving Mr. Worryman away.  
So try it on your features, for it doesn't hurt a bit;  
On any kind of people it's guaranteed to fit.

# In the Foreign Field



## Gratifying Results For Zukor Week Abroad

**Adolphe Osso Inaugurates New Drive in Honor of John Cecil Graham. Big Sales on Accessories**

**By O. R. Geyer—Publicity Director of Foreign Dept.**

The second issue of our French contemporary, "Success," issued in February, carries the announcement of the result of the contest held during the "Zukor Week" celebration in January. Some wonderful results were achieved by a number of our cousins in the French Paramount family, M. Muller, Manager of the Exchange at Strasbourg, having increased sales in his territory by 338 per cent as a tribute to our President. Needless to say, he was the winner of the first prize of 500 francs. Second prize, 300 francs, was awarded to M. Laforgue, Manager of the Toulouse Exchange and the Manager of the Exchange at Bordeaux, M. Beaumont, was the runner up, winning 200 francs as the result of his energetic contribution to the success of the celebration.

Adolphe Osso, in charge of our offices in France, believes in keeping his organization in a fighting mood, and has announced a new sales drive in honor of John Cecil Graham, our general Foreign Representative and in charge of our British and European offices. This new drive is divided into two divisions, one for sales made and the other for sales executed. First prize in each division will be 400 francs, second 250 francs, third, 200 francs and fourth and fifth prizes of 150 and 100 francs, respectively, have been arranged for the sales executed division. This contest was begun on Feb. 16 for sales made and ends two weeks later, while the sales executed contest begins on March 30th and ends on April 12th.

Our traveling salesmen in France evidently appreciate the value of accessories in putting over Paramount Pictures, if one may judge from the results obtained by a number of exchanges in the case of "The Sheik," recently released in France. Sales of special post cards and heralds made in five exchanges were as follows:

M. Letsch, Belgium, 60,000 post cards and 100,000 heralds.

M. Faraut, Marseille, 25,000 post cards and 15,000 heralds.

M. Muller, Strasbourg, 50,000 heralds.

M. Laforgue Toulouse, 5,000 post cards and 4,000 heralds.

M. Bellys, Algiers, Algeria, 22,000 post cards and 2,000 heralds.

Congratulations are due our French cousins for the splendid manner in which they have begun the year 1923.

PEP

**It is not what we have or what we can get, but what we enjoy down in our hearts that makes us happy.**

## New Exchange to Open in Java

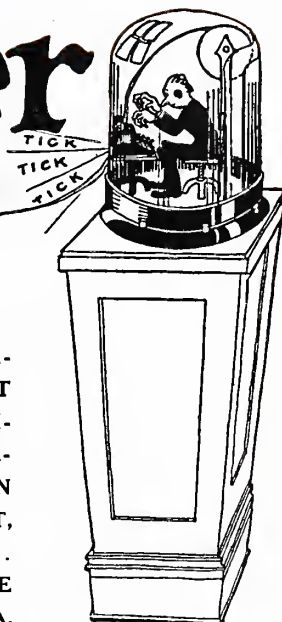
Arrangements have been completed for the opening of another Paramount Exchange in the Far East, according to advices received by E. Shauer, Manager of our Foreign Department. This new exchange will be located at Sourabaya, Java, and will be the second of our distributing centers for that island. Donald H. Rodrigues has been appointed General Manager of the Paramount interests in this territory and will have under his jurisdiction exchanges at Singapore, Batavia, and the new one at Sourabaya. All three exchanges will be operated under the direction of Managing Director John W. Hicks, Jr., of our offices in Sydney, Australia.

The branches at Singapore and Batavia were opened last Fall and since that time the demand for our pictures has grown so great that these distribution facilities have been taxed to the limit, with the result that it was found necessary to establish another branch near the eastern end of Java. This exchange will also serve some of the nearby islands. Wild western dramas, which formerly held first place in the eyes of the natives of the Straits Settlements, Sumatra, Java and nearby islands, have had to give way to comedy dramas and pictures of a higher order, since the opening of this territory by our Foreign Department under Mr. Shauer.

**The most useless thing in the world is that part of a careless man that he leaves in a piece of machinery.**

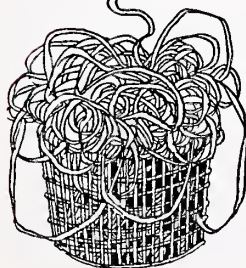


# Pep's Ticker



ADOLPH ZUKOR AND S. R. KENT EXPECTED BACK THE MIDDLE OF NEXT MONTH . . . GEORGE WEEKS IS IN COLUMBUS, OHIO, THIS WEEK FOR AN IMPORTANT SALES MEETING . . . GLENDON ALVINE OF OUR PUBLICITY DEPARTMENT, ACCOMPANIED HIM ON THE TRIP . . . MEL SHAUER LEFT THIS WEEK TO MAKE A TRIP THRU DETROIT, CHICAGO, PEORIA, COLUMBUS AND WILKES-BARRE . . . DAN HYNES, MANAGER OF OUR STOREHOUSE, ACCOMPANIED MR. SHAUER ON THIS TRIP . . . DAN HAS BEEN WITH US TWO YEARS NOW . . . CONGRATULATIONS . . . H . . .

J . . . G . . . R. G. BARRETT, THE YOUNGEST OLD MAN IN THE WORLD AND MEMBER OF OUR CELEBRATED EIGHTH FLOOR ACCOUNTING DEPT. CELEBRATED HIS 66TH BIRTHDAY THIS WEEK . . . R. G. WAS GIVEN A BIG SURPRISE . . . SEE STORY . . . U . . . P . . . R . . . HERB ELDER RETURNS FROM TRIP AROUND THE COUNTRY LOOKING HALE AND HEARTY . . . F . . . O . . . B . . . PRES. AND MRS. HARDING WITH GUESTS SAW "BELLA DONNA" AND "GRUMPY" AT A PRIVATE SHOWING IN ST. AUGUSTINE, FLA., LAST WEEK . . . BILL DANSIGER, CHICAGO EXPLOITEER, TIES THE KNOT . . . L . . . O . . . F . . . LOTS OF ACTIVITY AT OUR LONG ISLAND STUDIO NOW . . . AL GREEN FINISHED "THE NE'ER-DO-WELL" THIS WEEK . . . TOM MEIGHAN IS STARRING IN THIS PRODUCTION . . . TOM ON HIS WAY TO WHITE SULPHUR SPRINGS, VA., TO CONFER WITH GEORGE ADE FOR A NEW STORY . . . D . . . E . . . R . . . "COVERED WAGON" MAKES MOTION PICTURE HISTORY AT THE CRITERION THEATRE . . . LOS ANGELES NEWSPAPERS PRAISE "BELLA DONNA" . . . AL BENSON WAS IN FROM WILKES-BARRE LAST WEEK . . . B . . . C . . . R . . . TED YOUNG TELLS US WE ARE GOING TO HAVE A BEAUTIFUL EXCHANGE IN MEMPHIS, TENN. . . GEORGE MELFORD COMPLETES "YOU CAN'T FOOL YOUR WIFE."



## *Be Steady, But—*

### Our Friends From Charlotte



Be sure to look each one of these faces over carefully for each individual in the photograph is a true Paramounteer. We feel honored in introducing them to the readers of PEP and in this way we hope we will become better acquainted.

In the photo they are standing, from left to right: C. L. Pace, Catherine Wingate, Florence Bailey, Roberta Dellinger, Willie Mae

Short, M. W. Davis, J. S. Carscallen, C. E. Peppiatt, Branch Manager; Louise Short, Miss C. D. Yount, E. H. Crowell, Mrs. Deaton, Mrs. L. C. Perry, J. P. Herin, Mrs. Irvine Nabors, R. H. Masterman, A. M. Woodall.

Sitting from left to right, they are: Lillian Seese, Lois Rigler, Sara Wedenfeller, Letha Ryan, Maude Davis, Martha Smith, Evia Ryan, Elizabeth Allen and DeWitt Dellinger.

### Wilkes-Barre Forms Paramount Pep Club

The newest recruit to the Pep Clubs thruout the country is that of our lively Wilkes-Barre Exchange.

At a spirited meeting conducted by Earl D. Sweigert, Branch Manager of that office who followed the idea suggested by E. D. Latham, officers were elected and committee chairmen and their assistants named.

W. E. Smith, District Manager was elected to the office of Honorary President. E. D. Latham, Booking Manager was elected President and Miss Sue Foerter pulled down the ballot for Vice-President, while the Misses Josephine Leonard and Carol Hunkerford pulled controlling strings for Secretary and Treasurer respectively.

The following committees were formed and their chairman named: Membership, Miss Anna Gildea; Social and Publicity, Bud Gray, Athletic, Jack Naughton; and Welfare, T. P. Mason.

The following assistants were named to work hand in hand with these various chairman: Membership, Harold Kehoe; Social, the Misses Hilda Evans and Alice Williams; Athletic, Miss Adeline Moyer; Publicity, Alice Williams and Welfare, Misses Betty Barr and Catherine Vetter.

Bud Gray in charge of publicity for the club tells the story of the Wilkes Barre Pep Club in three words—

**WATCH OUR SMOKE.**

Here's success to the Wilkes Barre Paramount Pep Club.

### Peoria Exchange

**By Mary McManus**

L. C. O'Connor, our whirlwind salesman, has quit bouncing around—in his Flivver, as he has just purchased a new Sport Model Gardner roadster. More power to you Louie, let 'er go.

#### True to His Name

Spring comes with the departure of frost. J. A. (Jack) Frost, our former Booking Manager of the Peoria Exchange, has been transferred back to the Chicago office. Here's once the whole Peoria Exchange hated to see Spring come. Mr. F. M. Ondracek has been appointed our new Booking Manager.

The entire Peoria Exchange grieves with H. D. Charness, Salesman of Zone No. 1, in the recent death of his sister.

We hope to give the PEP readers a chance to view our good looking new Cashier, Miss Clara Jennings, but owing to the fact Mack Sennett is always on the alert for the best material for his bathing beauties, we decided we still wanted Clara with us and withheld this publication.

#### Radio

All the girls of the Exchange are anxiously waiting the Radio party Mr. Frank Marshall, the Special Sales Representative, has promised them, as soon as he gets his outfit. Girls, it came last week.) What night did you say, Mr. Marshall?



# Not Steady Enough To Be Motionless

## New York Exchange Dance a Success

By Kitty Flynn

After many months of patient waiting we were able to give a REAL DANCE at our office. The fact that we are moving in a few days enabled us to remove all the partitions in the office and utilize the entire space for dancing.

It would be a waste of time to tell you whether or not we enjoyed it, because you will be able to judge for yourself after you hear all about it.

First of all, the entire office equipment was stored in one place and gracefully concealed by flags and decorations. A wonderful jazz band furnished plenty of music for the dancers, numbering about 175. A delicious supper including ice cream and cake was served to everyone. Excellent talent was provided thru the courtesy of the Loew and Keith Circuits, and last but not least, we were honored with the presence of Nita Naldi, John Miltern and several other prominent actors and actresses from the Long Island Studio.

The crowning event of the evening proved to be the presentation of two gorgeous bouquets of roses to Miss Kitty Flynn and Miss Lillian Bergson, who were tireless in their efforts to make this affair a memorable one, and therefore well deserving of this token of appreciation.

The enthusiasm manifested in this affair by the entire personnel of the office, serves to encourage the Committee to make it the first of many dances to be conducted in a like manner and they will endeavor to make each dance more enjoyable than the last.

In closing, we wish to thank the Home Office Paramount Pep Club for their kind co-operation in making this dance such a tremendous success.

## Columbus Columns

By Abie Krimmel

Miss Beulah Bracken, formerly Switchboard Operator, is now Billing Clerk, taking the place of Miss King, who recently left us. Miss McCleary is now operating the switchboard. We take this opportunity to welcome Miss McCleary to our office force.

Leo A. Shoemaker, when asked if he made his quota, misunderstood and thought he was asked if he paid his quarter. "Old Home Town" stuff.

Mr. Duke Clark, Junior, has been a big help around the office lately. He is learning to use an adding machine and is going to suggest to his teacher to have them installed in school. Duke's brother, who was recently operated on, is getting along just fine, we are glad to report.

## Call of the North

VIA MINNEAPOLIS

per Hellman

Irv Fisher and his gang are all wrapped up in smiles this week. Understand the accessories quota was left far behind. Keep up the good work, laddies.

That crack exchange installment pair, Trevor Faulkner and Earl Dennison, spent a too few pleasant hours with us. Chat with us more often.

A quiet St. Patricks day was spent here until Jack Raper sashayed into the office with one of them there shoutin' green ties.

Time: noon.

Place: any secluded nook.

Girl: we rather not taunt our accessory m.g.r.

Did a fling on the radio the other night. What a cold audience.

Not even a ripple of applause.

The sales force is doing itself mighty proud these days. More about them in our next splurge.

E. K. Lovelett called on an exhibitor the other day, announcing himself as the Paramount salesman.

"Sorry, old man, but I can't do anything for yuh," quoth the exhib, "for I'm tied up with Famous Players."

One of the salesmen combed 20 towns labelled "possibilities." The combined population was less than 6,000. We're not missing a thing these days.

Ray Faulkner's name is to be found on the visiting card of every salesman. On the back of the card is the legend, "make me make you satisfied." Ray is our demon booker.

## Good Morning



L. J. Haag

As L. J. Haag, our Toronto Office Manager, walked along one of the beautiful Canadian lakes, he stopped long enough to say "good morning" to PEP's cameraman.

Mr. Haag is another one of those fellows who believe that PEP should be everyone's middle name.



## Shirk's Gossip of the Studio

By Adam Hull Shirk

And now everything is humming at the West Coast!

In work are the following:

"The Cheat" starring Pola Negri, with Jack Holt featured and Charles deRoche in support. A Fitzmaurice production adapted by Ouida Bergere from the story written for the screen by Hector Turnbull.

"Canary Cottage" is the name of the set in which some fine scenes for "The Cheat" were made this week. Miss Negri loses her money in this quaint gaming place. Then there was a massive set for a Persian fete given by deRoche as the Hindu villain, at behest of the star, for charity. She auctions off a kiss. DeRoche wins. Then Jack Holt as the husband comes in and spoils it all to deRoche's discomfiture. This set is one of the most elaborate imaginable—it took 500 pounds of gold paint just to do the gilding. 5,000 sheets of Chinese imported gold paper covered various domes and minarets. It took 20 men four days to prepare these features of the setting.

"Bluebeard's Eighth Wife," starring Gloria Swanson—a Sam Wood production, adapted by Sada Cowan from the Charlton Andrews' adaptation of Alfred Savoir's play.

Much interesting interior stuff and one bridal scene required \$750 worth of flowers! Orchids, roses, carnations, beautiful pieces as well as cut flowers in vases, made the setting a veritable bower of beauty and an admirable frame for the loveliest flower of them all—Gloria Swanson.

"The Woman With Four Faces," starring Betty Compson, Richard Dix, leading man. A Herbert Brenon production—adapted by George Hopkins from Bayard Veiller's play.

S-h-h! Likewise hist!

Here's a thrilling drama for you. Thrills that pile so fast you can't get over shuddering from one before you're shaking over the next one. Guaranteed to keep a spectator on the edge of his chair and to make him jump three times to the minute. And Brenon is doing it with the finesse of a classic. Kid glove melodrama. But what a picture it will be—a picture that will make the evening one sheer round of enjoyment. And Betty—in four different disguises; the hidden safe, the flashlight, the revolver, the coveted document, the ring of arch crooks, the escape from prison by aeroplane, the—but what's the use? Just decide that when this picture is shown, Mr. Exhibitor, the audience is going to stick through a second show if it has a chance. Tell 'em to come early and not to arrive while the picture is going on—that'll spoil the fun. Mystery, excitement, chills and fever—whew! And Brenon knows how to do it—believe me.

"Only Thirty-eight"—William deMille production. Featuring: Elliott Dexter, Lois Wilson, May McAvoy, George Fawcett. Adapted by Clara

(Continued on page 15)

## A Surprise to Us



Did you know Agnes Ayres is a poet as well as an actress? Well, we didn't either until just recently.

In her spare moments Miss Ayres can be found at her desk with pen in hand and in deep thought. Her studio friends say she finds little time for other things now that she has found she has the faculty for rhyming words.



## Cecil B. De Mille Picks Edward S. Curtis and Bert Glennon to Head His Camera Department

Edward S. Curtis and Bert Glennon have been named by Cecil B. De Mille to head his camera department, succeeding Alvin Wyckoff, recently resigned. This announcement by Mr. De Mille marks the close of competition for the most coveted job in motion picture photography, in which many of the leading cameramen of America and Europe had enlisted. The combined artistic qualities of Curtis and Glennon are expected to make the photography of Mr. De Mille's forthcoming production of "The Ten Commandments," an outstanding feature.

Edward C. Curtis is one of America's most famous art photographers. His "The Vanishing Race," is probably the most popular photograph ever made, more than a half million prints having been sold. He was the companion of Theodore Roosevelt on many of the latter's trips among the American Indians and illustrated a fourteen-volume outline of Alaska's resources financed by the late E. H. Harriman. The elder J. Pierpont Morgan gave \$250,000 to finance a twenty-volume illustrated history of the American Indian by Curtis, considered the most authentic treatise ever made on that subject. His recent stills for Mr. De Mille's "Adam's Rib," were the first to be accepted as art objects by such institutions as the Smithsonian Institution at Washington and the Carnegie Institute at Pittsburgh.

Bert Glennon, who is a graduate of Stanford University, has been for some time chief cameraman for George Melford and photographed the latter's productions, "Burning Sands," "The Woman Who Walked Alone," "Ebb Tide," "Java Head" and "You Can't Fool Your Wife." In addition to his camera work he has been property man, film editor, laboratory chief, actor and road manager. He recently completed courses in dramatic technique under Prof. Brander Matthews at Columbia University and Prof. Baker at Harvard.



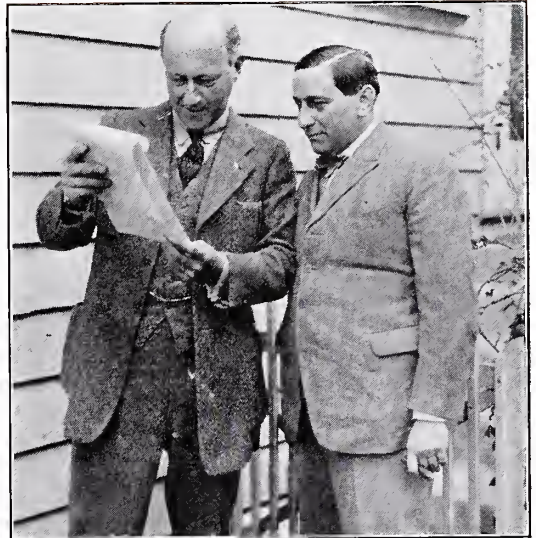
## Another Portrait of Gloria



Gloria Swanson

Here is one of Gloria Swanson's latest portraits. Isn't she irresistible? She is just now at Del Monte making opening scenes for Sam Wood's production, "Bluebeard's Eighth Wife."

## Top Notch Directors



Here we have two outstanding film directors, on the right, Mr. Cecil B. De Mille, whom we all know from his many wonderful pictures, and Mr. Ernst Lubitch of Europe.

Mr. De Mille and Mr. Lubitch met for the first time and are here discussing American film technique.

## Long Island News

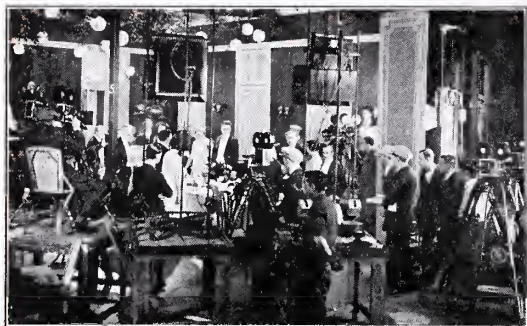
By Wingart

For fifteen years Jack Richardson has been playing villains before the motion picture camera and dreaming of the time when he could play a nice, likable character. His chance came in Dorothy Dalton's latest picture, "Fog Bound," which Irvin Willat has just completed at our Long Island Studio. In the picture he is an honest sheriff and it is the first time in his long picture career that he hasn't been the "heavy" in the story.

Richardson, whose home is in Los Angeles, began his picture career with the old American Film Company and Allan Dwan was his first director. He played heavies with J. Warren Kerrigan for five years and was with Ince for a long period. Among the more recent pictures in which he has appeared are "The Lost Treasure" with Grace Darmond, "Fightin' Mad," with William Desmond, with Pauline Frederick in "The Sting of the Lash," and in "You Can't Fool Your Wife," a George Melford production.

Willard Cooley, who plays the rôle of "Deputy Kane" in "Fog Bound," Dorothy Dalton's picture, under the direction of Irvin Willat, was born in St. Augustine, Fla., and has been in the motion picture business since 1913. Among his more recent pictures are "Madness of Love," "Unfast Sex," "When Knighthood Was in Flower" and "Enemies of Women."

## Seven Cameras for One Scene



The above photo shows seven cameras shooting on the big scene for "The Ne'er-Do-Well," which Alfred E. Green is making at our Long Island Studio with Tommy Meighan.

Tom can be seen at the banquet table; next to him is Gertrude Astor and across the table stands John Miltern.

Al Green, the Director, and Arthur Cozine, Assistant, both wearing caps, are shown in the right foreground.

Al Green and his company returned from Panama a short while ago where most of the exterior scenes were taken for "The Ne'er-Do-Well."

## James Cruze Returns to California

James Cruze, his assistant, Vernon Keays, and his cameraman, Karl Brown, who came to New York for the premiere of "The Covered Wagon," have returned to California where they will complete the production, "Hollywood," at our studio there. It was Mr. Cruze's first trip to the metropolis in eight years and he said that he was so overwhelmed with kindness that he walked around in a daze most of the time.

"If I failed to thank all the people who were courteous and kind to me during my stay in New York," he said, "I want this to serve as a blanket letter of thanks to all my friends on Manhattan Island. I am coming back to the East soon to make a picture and then perhaps I can attend to many of the things I have left undone on my present trip, which necessarily had to be a short one for I was just in the middle of the work on 'Hollywood.'"

## Allan Dwan Starts "Lawful Larceny"

Allan Dwan has started production of his new picture, "Lawful Larceny," adapted by John Lynch from Samuel Shipman's stage play of the same name, at our Long Island Studio. The featured players in the cast are: Hope Hampton, Nita Naldi, Conrad Nagel and Lew Cody. Hal Rosson is photographing the picture and Dick Rosson is Mr. Dwan's assistant.

## "Ne'er-Do-Well" Finished

Alfred E. Green has completed the production of Rex Beach's "The Ne'er-Do-Well," starring Thomas Meighan, at our Long Island Studio. It is expected that this picture will surpass any of Mr. Meighan's former starring vehicles. The company spent six weeks in Panama making the exterior scenes and many gorgeous interiors also will be shown. An excellent cast supported Mr. Meighan in this production, including Lila Lee, Gertrude Astor, John Miltern, Jules Cowles, Sid Smith, Laurance Wheat, Gus Weinberg and George O'Brien.

Mr. Meighan has gone to White Sulphur Springs, Va., with Mrs. Meighan for a short vacation before starting his next picture, which will be a sea story, the title of which has not yet been announced. While at the resort Meighan will confer with George Ade on a new story which Mr. Ade is writing for him.

## Mr. and Mrs. Meighan Leave for White Sulphur Springs

Following the completion of "The Ne'er-Do-Well," under the direction of Alfred E. Green, which is said to surpass any of his previous starring vehicles, Thomas Meighan and Mrs. Meighan will leave next week for White Sulphur Springs, Va., for a short vacation. While there Mr. Meighan will confer with George Ade, who is writing a new story for him. Already Mr. Meighan has put on the screen two of Mr. Ade's stories, "Our Leading Citizen" and "Back Home and Broke." The plot of the third story, which Ade is writing as an original for the screen, has not yet been divulged but it is expected to be more than the equal of his two former efforts.

## Johnson to Studio

One of the last decisions made by Mr. Lasky before his departure for California, transferred the principal activities of Julian Johnson, manager of our editorial department of the company to Long Island. At the studio at Sixth and Pierce Avenues, Astoria, Mr. Johnson will be in charge of the finishing and titling of all screen subjects made by us in the East. He will not, however, lose his connection with the Home Office entirely, as the editorial department will remain under his supervision.

## Old Friends Meet

Nine years ago James Cruze, who has jumped into the front rank of motion picture directors with his great production of "The Covered Wagon," was a mighty good leading man in a stock company playing in Utah. One of Cruze's favorite parts was the "Jack O' Diamonds" in a blood-curdling melodrama by the same name. In the same company with Cruze was Luke Cosgrave, who is playing the rôle of Joel Whittaker in "Hollywood," the picture which Cruze is now making.



## Paramount Big Leaguers



On Saturday, March 3rd, the "Grips" indoor baseball team annexed the championship of the Paramount West Coast Studio when they defeated the "Lectrics" by a score of seven to four.

Harold Schwartz was umpire of balls and strikes. As an umpire, the fans seemed to agree Harold makes a great assistant director.

Over three hundred people from the studio were on hand to witness the game, which took place during the lunch hour. Walter Hiers and Joseph Henabery furnished a few dozen laughs with their criss-cross yells. Walter was for the electricians, Joe for the "grips." Jacqueline Logan was discreetly silent, since Hiers is the star she supports and Henabery her director.

Charles Eyton, Victor Clarke and others from the executive offices were on hand to lend a voice in the cheering and groaning, respectively for good and bad plays.

For five innings it was anybody's game. The "Lectrics" started off in the lead with two home runs the first inning. The "Grips" came back in the second with a run and in the third with another. Both scored twice in the fourth. From that inning on, the "Lectrics" could not cross the platter, while the "Grips" added three more runs, one in the sixth and two in the seventh.

## Thomas Meighan Surrounded by Kids

In "Hollywood," the comedy-drama of the movies which James Cruze is now producing from a scenario by Tom Geraghty, Thomas Meighan will be seen in his favorite pose. He is shown in the picture with twelve little children getting ready to go on location with his director, Alfred E. Green, and other members of the cast. For his bit in the picture Meighan stops at the newsstand of the Southern Pacific station in Los Angeles and buys chocolate for all the kiddies. Judging from the smile he wore while making the scene Tommy had the time of his life with the youngsters. While in the act of buying candy Meighan stops long enough to greet Hope Hampton, Gertrude Astor, Lila Lee and Will Rogers, and write direction for the "girl" in the picture to find her way to Hollywood.

## Shirk's Studio Gossip

(Continued from page 12)

Beranger from play by A. E. Thomas suggested by Walter Prichard Eaton story.

Lois in middle aged makeup! Her girlish beauty all but vanished by the adroit use of paint and powder and some grey hair. And May McAvoy as a sixteen year old girl—and Elliott Dexter as a serious looking but not so serious minded pedagogue. A great story and some fine settings and all done in the easy-flowing, natural style of that screen style-master, William deMille.

And these to start soon—probably by the time this is in print:

"Salomy Jane"—adapted by Waldemar Young. A George Melford production with Jacqueline Logan in title rôle. Maurice Flynn and William Davidson in big rôles.

Everybody will love this—Bret Harte's California story of earlier years—Paul Armstrong did it for the stage, remember? And of course Miss Logan is sure to be delightful as the girl of the title. Starting next Monday, March 26. Rest of cast to be chosen.

"Children of Jazz." Adapted by Beulah Marie Dix from Harold Brighouse play. Here are some of the principals: Directed by Jerome Storm.

Theodore Kosloff, Eileen Percy, Ricardo Cortez, Estelle Taylor, Robert Cain. Some roster, eh? And more to come.

They do say that this will be as jazzy as the title—show just how the young folks of today differ from those of yesterday—and there is some difference.

But note the new names—Jerome Storm, director. Remember he did some of Charles Ray's best Ince-Paramount films?

And Eileen Percy and Estelle Taylor. Interesting, to say the least.

"The Silent Partner." Charles Maigne to direct. Leatrice Joy and Owen Moore in the featured roles. Sada Cowan adaptation of story by Maximilian Foster.

Can't tell you much about this yet—but it will be a great cast and a great story. Maigne is enthusiastic and that's always a good sign for these directors to get blasé sometimes.

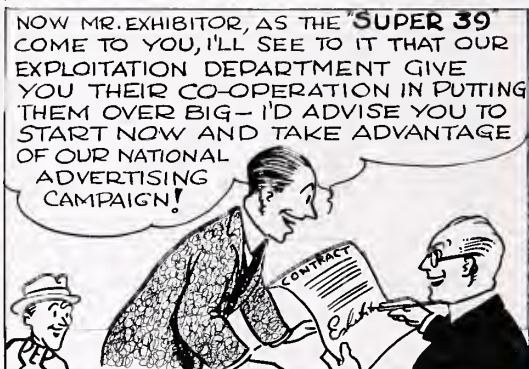
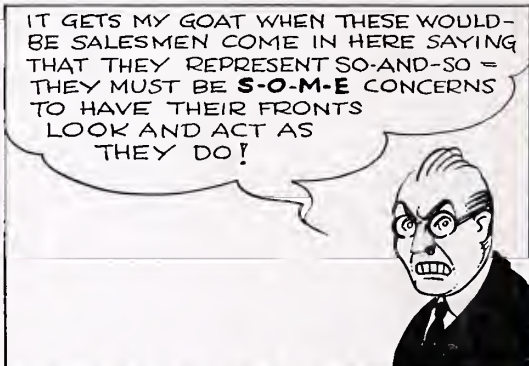
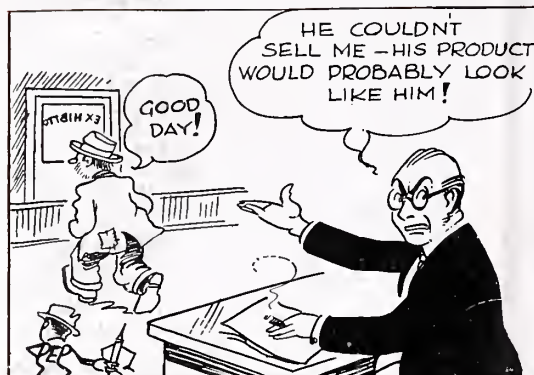
"Fair Week"—Walter Hiers, star; Rob Wagner as director, original by Walter Woods.

Walter Hiers in another crackerjack comedy with romance and drama and Rob Wagner, author, artist and title expert wielding the megaphone for the first time. But he's been a student of the screen for teen years and knows it inside and out. Success to him.

## Cunningham Here

Jack Cunningham, who adapted Emerson Hough's "The Covered Wagon," for the screen, is at our Long Island Studio from the Coast with the script for Agnes Ayres' latest picture which Wesley Ruggles will direct. The title of the picture has been changed from "Arms and the Girl" to "The Heart Raider."

# They Can Read It In Your Face







*THE ENVY OF THE GANG*

## Personal Drive for April and May

**No Prizes—No Free Accessories—Just the PRIDE You Take in Putting It Over for Latter Part of April and All of May**

**By John D. Clark—Divisional Sales Manager**

At our various conventions last year every manager and salesman admitted that the quotas that had been placed against his office were obviously fair.

Our national condition at this time shows that in a number of instances these quotas are not being maintained. This is the reason for the extraordinary drive for the balance of April and the month of May to bring our quota figures up to where they belong.

Every manager knows that in the past quotas were arbitrarily placed against the exchanges and oftentimes an analysis showed that the arbitrary figures were impossible of accomplishment.

However, quotas this year, for the first time in the history of our company, in each exchange were based on actual possibilities and every manager acknowledged that his quota was fair and that it would be secured.

While we realize that you have had considerable to contend with in the way of conditions and in some instances with shortage of product, we now know that we are in the midst of delivering some of the best product this company, or any other organization, ever made, and we want every one, from the manager down to the shipping clerk, to put forth a sincere, honest effort in a drive for bookings and business for the month of May and the balance of the summer that will bring us, on the first of July, either even with our quota or ahead of it.

Last week we made a request for additional collections and the response was amazingly gratifying nationally, and we know it will be a proud moment for every manager and every one connected with this organization, when the final returns are in for the first six months, if the response is the same.

It has been customary at times to give prizes as a symbol of achievement but we cannot all be winners in the same sense therefore.

The only prize offered for this drive will be the personal pride that every manager will feel in his achievement and in his obligation fulfilled.

No company or organization is better or bigger than its personnel, and next to the product that the company makes, the one thing that will make it possible for your individual quotas to be secured is the pride that each member of our organization will take in putting it over.

There is no question in our minds regarding the result. This organization has been tried before many times and has never been found wanting. Always there has seemed to be a certain element of reserve strength that carried each one of you over whatever obstacles that were thrown in your way, and we know that this additional backbone, this intangible element of pride that is within each one of you, will again bring about the desired result.

### E. A. Brown, Lobbyist

E. A. Brown, Cashier at the Home Office, has other ideas besides those of guarding the cash.

It is just revealed now that Eddie is the man behind the gun for a lobby design on "The Covered Wagon," story and photo of said design being reproduced in the Motion Picture World, March 3rd.

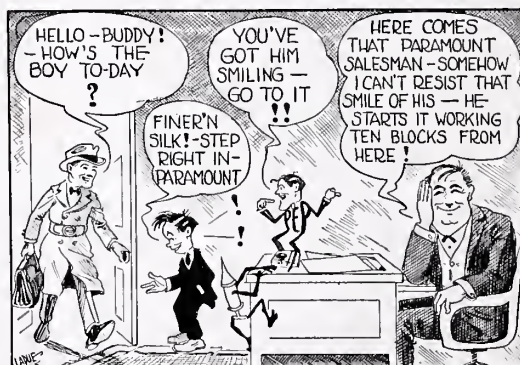
Claud Saunders says this design by Eddy Brown offers a better lobby suggestion than sometimes comes from the regular lobbyists on his staff.

### Suelke a Good Salesman

Karl A. Suelke, one of our Philadelphia Salesmen, reported that he passed a traffic signal while the stop sign was up. The officer walked over to him and began bawling him out. Karl listened and then said: "Now that reminds me of—" and proceeded to tell him a joke. While the cop was laughing he stepped on it and the bluecoat forgot to get his number. This is a good one for April 1—if you believe it, it's so.

**We extend our deepest sympathy to  
R. A. Schuler, Traveling Representative,  
for his recent bereavement in the loss  
of his father.**

### The Secret of This Man's Success



**YOUR SUCCESS WILL BE MUCH GREATER -  
AND YOUR LIST OF FRIENDS INCREASED  
IF YOU PAVE THE WAY TO SALESTALK  
WITH A SMILE THAT'S "PRE-RELEASED."**



## Dansiger in Title Rôle

Bill Dansiger, one of the Chicago Exploiteers, tells the story of his recent marriage in the telegram sent to Claud Saunders, reproduced below:

"Married a titan haired beauty today, stop recapitulation of assets totalled sixteen dollars stop otherwise happy stop may we have your God bless you my children and all that sort of thing stop details of catastrophe later regards."

WILD BILL DANSIGER

Our hearty congratulations to Mr. and Mrs. Dansiger.

## A Desirable Patron

Mr. R. W. Saunders, Comptroller, read this one the other day in a Finance Magazine and submitted it to PEP:

"A large dog attended a motion picture theatre at Ann Arbor the other night, and lay on the floor watching the show quietly and intelligently, not once reading a caption aloud."

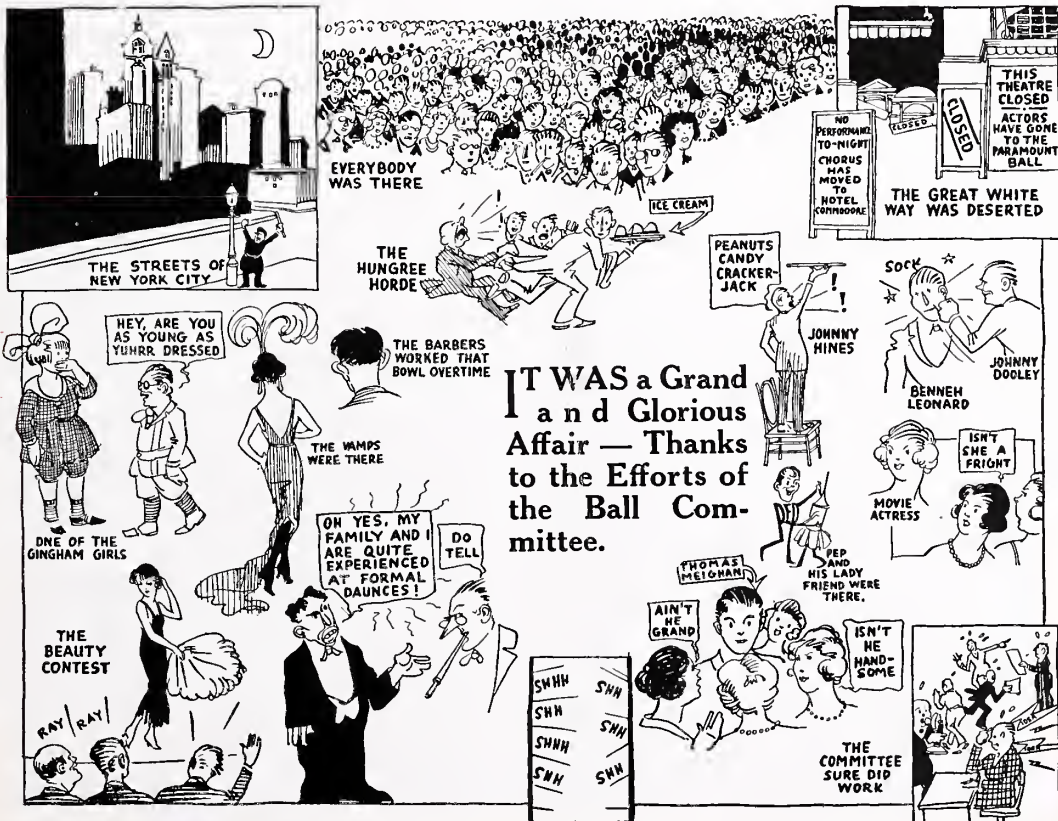
## Roberts Welcomed in Milwaukee



When Mr. and Mrs. Theodore Roberts visited Milwaukee last month, the entire personnel of our Exchange there turned out en masse and extended a hearty welcome to the popular pair in the form of an informal banquet held in the gold room of the Wisconsin Hotel.

A number of prominent exhibitors also attended. Early in the evening, prior to the banquet, a theatre party was held at the Orpheum Theatre. Here Mr. Roberts appeared in person.

## As Vinc Trotta Saw the Paramount Ball



# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 MARCH 28, 1923 No. 38

## The Extra Effort

A man can do no better than his best and if he does the best, he can mark himself down as a worker.

The time is ripe this very moment for a general mental and physical inventory of ourselves in preparing and acting immediately for a big personal push on sales.

Messrs. Ballance, Weeks and Clark, the three Divisional Sales Managers, have already started the ball rolling in their respective divisions for a considerable increase in sales results for the latter part of April and the entire month of May.

John D. Clark, in his article in this issue, certainly hit the nail on the head when he said the only prize offered for this drive would be the personal pride that every last man and fighter in the organization would feel in his achievement and in his obligation fulfilled.

### PRIDE.

That's the greatest reward one could receive for the effort and the extra effort—a reward that sends that satisfied good feeling running thru your veins and the knowledge that you have delivered the best from your own person and your territory.

Furthermore, gratifying results at the end of this drive will go to prove to Adolph Zukor and S. R. Kent that in their absence the real delivery of increased revenue thruout the country was possible and right here we'll say no one in the world will appreciate your best efforts more than these gentlemen.

Get started now and see where you stand for the last half of April and the whole month of May.

As stated in Mr. Clark's article, there will be no free accessories, no prizes, or anything that will tend in this particular instance to steal any part of the pride that you and everyone about you will enjoy in having put over that great big effort for a man's great reward.

The drive is on. The big personal effort now will come from the fact that you rush the prints and give them a merry and speedy ride. One that they will never forget and one that they will always remember as having had a successful exhibition all backed up by effort and pride.

Follow PEP for further dope on this campaign and anything you have to say regarding this drive, send it in and send it fast.

## Philadelphia Maids



We are certainly lucky to get a photograph of all the girls at the Philadelphia Exchange.

They are a great bunch and acted as judges in the Limerick Contest there. This is the first group photo we have had of these young ladies and we prize it highly.

In the photo from left to right, they are: Misses Anna Murray, Florence Murray, Dorothy Heitzman, Louise Stoll, Frances Goldberg, Nora Henley, Mrs. E. North and Maybelle Bond.

Sitting, from left to right: Marie Dee, Mildred Levy, Bertha Laskin, Clara Krafstow and Jule Barry.

## Toronto Tattle

By GAS

It may be Spring for some people, but for Joe Ferte, who is campaigning out West with the Esquimaux, it's still Winter. Here's his latest message, as relayed to "Pete" Peterson: "Dis life, she one great big fine time. Just bought a suit of beaver-lined underwear to keep me warm. I am going to join the Dukoboy colony out here because they don't believe in wearing clothes. My next stop is Alaska."

Cecil Nelson, formerly of the Accessories Department, has been promoted to Salesman. His friends loaded his bag with some empties and a dozen or so pounds of lead to keep him balanced on his first trip. Nelson was riding to the depot in a bus and the excess baggage toppled it over. He is planning to carry his wireless receiving set with him so that Henrique Burns can broadcast him on what accessories are in stock.

Ernie Whelpley, another member of the sales staff, has opened bachelor quarters.

R. Dale has taken Nelson's accessories job.

Everyone's all pepped up over "Bella Donna." As L. D. Hatfield puts it: "Oh, boy! What a picture!" It's going to set some new marks in Calgary.

G. E. Akers is still on tour of the Western branches.



# The Big Personal Drive Is On—Let's Go!

## Cincinnatiagrams

By E. C. Naegel

Myrtle Freeman, Accessories Stenographer, returned Monday morning from a week-end vacation on her father's farm. It was Myrtle's first visit and she was very thrilled and excited. She stopped and told everybody what a wonderful time she had had teaching the cows how to do the shimmy so that they would give buttermilk. She gets the cut glass bathing suit.

The other day Lew Foster, our City Salesman, was discussing "THE COVERED WAGON" with a small town exhibitor. Lew almost fell off his chair when the exhibitor announced that he wouldn't be interested in same, as he had just purchased a Ford Sedan. And they shoot men like Lincoln.

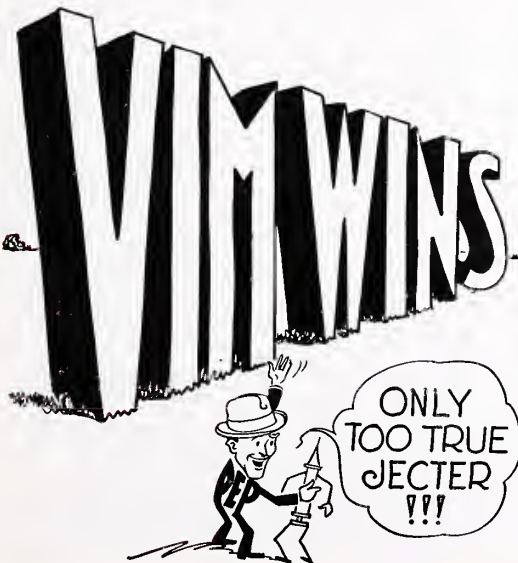
## ODE TO HARRY SWIFT

In days of old, when knights were bold,  
Poets sang of deeds so rare,  
But in these days when backs are bare  
"Swift" sings of stars like "Ayres."

As an exploiteer, he's there no doubt  
We doff our hats to Harry,  
But when it comes to writing poems  
We advise him not to tarry.

His rhythm is awful and his ideas are worse,  
We fear they will get him a ride in a hearse,  
But with it all we wish him well,  
For New Orleans, we hear, is hot as H—.

By TOM LINDSAY.



## New York to Chicago



Catherine Epstein

No, the next stop for this young lady, Catherine Epstein by name, is not China, but Chicago.

Miss Epstein recently attended a masked ball in New York and she impersonated Leatrice Joy as the Manchu Princess in "Java Head."

It is needless to say all honors fell to Miss Epstein.

This young lady, who for two and a half years occupied a desk in the Exchange Service Department with Sara Lyons, has been transferred to the Chicago Exchange where she has already been welcomed as one of the family.

## Pick-Ups

By Billie Mistele—Kansas City

"Man lives and is worth living with as long as his enthusiasm lives."

A domestic science lecturer is said to have addressed a women's club recently on "How To Spend Money." Next thing we know, somebody will be teaching ducks how to swim.

"How do you feel?" asked the physician who had been called to attend a seamstress. "Oh, sew, sew, but I seam worse today and have stitches in my side." The doctor hemmed and told her she would mend soon.

One lady confesses that she sent a quarter to an advertiser who offered to tell women how to take out wrinkles in the face. He advised her to walk three miles in the open air every day, assuring her that the very first day the wrinkles would be taken out—with her.

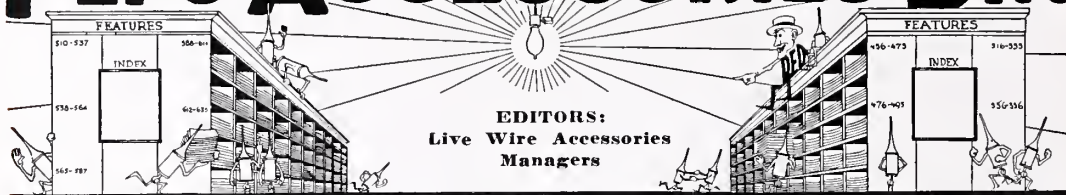
Daughter: "Oh, papa, what is your birthstone?"

Father of Seven: "My dear, I'm not sure, but I think it's the grindstone."

To be happy at home is a great achievement. The man who is loved by the house cat, the dog the neighbor's children and his own wife is a remarkable man, even if his name is never listed in "Who's Who."

It pays to get the other fellow's point of view; besides it's one of the few things worth getting that doesn't cost anything.

# PEP'S ACCESSORIES BIN



## Accessories Managers

THIS IS WHERE YOU STOOD FOR WEEK  
ENDING MARCH 24TH

(Based on percentage of accessories quota  
delivered)

1. NEW ORLEANS
  2. WASHINGTON
  3. BUFFALO
  4. OKLAHOMA
  5. PEORIA
  6. BOSTON
  7. DES MOINES
  8. PITTSBURGH
  9. SIOUX FALLS
  10. ATLANTA
  11. KANSAS CITY
  12. WILKES-BARRE
  13. PHILADELPHIA
  14. COLUMBUS
  15. INDIANAPOLIS
  16. DALLAS
  17. SALT LAKE
  18. LOS ANGELES
- 
19. CHARLOTTE
  20. OMAHA
  21. DENVER
  22. PORTLAND
  23. CLEVELAND
  24. MINNEAPOLIS
  25. SEATTLE
  26. DETROIT
  27. MAINE
  28. JERSEY
  29. ST. LOUIS
  30. ALBANY
  31. NEW HAVEN
  32. SAN FRANCISCO
  33. CINCINNATI
  34. MILWAUKEE
  35. NEW YORK
  36. CHICAGO

## DIVISION PERCENTAGES

SOUTH—1.20

DIVISION NO. 1—1.05

DIVISION NO. 3—.98

DIVISION NO. 2—.97

MEL. A. SHAUER.

DO YOUR SHARE IN THE DRIVE.

## Telling Them in Oklahoma City



Although "The Covered Wagon" has not been nationally released, the Oklahoma City Exchange Accessories Department, under W. W. Caldwell, is losing no time in making a deep impression in the exhibitors' mind on this mammoth production.

Above is a photo of two attractive frames that have been set up in the exchange, in which are inserted two good looking one sheets on "The Covered Wagon."

We'll say that Caldwell put these two old frames to good use.

## Swift and Francois

Recently H. F. Wilkes, Branch Manager of our New Orleans Exchange, suggested that F. Francois, Accessories Manager at New Orleans, accompany Harry Swift, Exploiteer, to four small towns in the interest of our accessories sales. The boys visited these towns and when they arrived in each, Harry Swift exploited the picture and showed the exhibitor just where and how these accessories would be a benefit to the former. Then Francois would put his shoulder to the wheel and followed it up with an accessories talk to the exhibitor.

Just to show you that this trip was beneficial to all concerned, the three days they were out they sold the following:

31,500 heralds, 7,000 rotogravures, 46 twenty-four sheets, 718 one-sheets, 101 11x14 photos, 15 frames, 369 three-sheets, 132 22x28 photos, 28 sets of mats, 185 six-sheets, 144 stills, 1,660 window cards, 169 insert cards.

This is excellent work and will not only call for the increase of accessories sales but will prove to the exhibitor that accessories are the biggest means for filling the empty seats.



## Talks by "Bernie" Freeman

EDITOR'S NOTE:—N. Bernard Freeman, Special Sales Representative out of our Sydney, Australia, Office, has written a series of articles that are bound to prove immensely interesting to the readers of PEP, and we are reproducing his first, telling in a unique way of exploiting pictures in Australia.

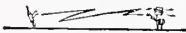
"Considering the fact that we are many thousands of miles away from Australia and the continent, one must take this point into consideration when the enterprising instinct in the matter of advertising is the point of discussion.

"The Australian Exhibitor has a way of advertising all his own. All the big first run houses have what is known as a 'spruiker' in front of the theatre, announcing to the passerby the program that is on and also telling in a brief way the story of same. A man who proves himself a good spruiker is in demand and is paid a fair price.

"First run houses also decorate their lobbies by means of huge banners or calico signs and drapings, which remind a person from America of a Hal-low'en celebration.

"Newspaper advertising is done in a very extensive way, and it is no uncommon thing to see full page spreads advertising our product.

"Personally, I was very much impressed with the way Exhibitors of Australia and New Zealand advertise their pictures, and I can truthfully say that in my opinion the Australian Exhibitor is a much better and bigger advertiser than the average American Exhibitor."



**To Merit Your Patronage and Retain Your Good Will and Confidence Is Our Constant Aim to Serve You With  
PARAMOUNT ACCESSORIES.**

**H. B. FOX,  
Accessories Manager,  
Denver, Colo.**

## Freeman Over the Top

The word Quota loomed up as a mere trifle in the Atlanta Exchange on accessories for week ending March 21st.

O. L. Freeman, Accessories Manager, just seemed to have stepped on the gas and opened her wide, for he went over his weekly quota by a clean thousand and brought in an accessories net sale to the amount of \$2,438.24.

Some of the items that constituted this record sale are:

2,818 1-sheets, 1,064 3-sheets, 564 6-sheets, 212 24-sheets, 137,600 heralds, 3,808 window cards, 511 insert cards.

O. L. tells us that he is going after another big sale to convince us that quotas do not worry him in the least.

Congratulations for this record sale, as it shows concentrated efforts and thoughtful distribution of accessories.

## Louise from Atlanta



Louise Smith

This is a peppy young lady by the name of Louise Smith, a member of the Contract Department of our Atlanta Exchange.

Miss Smith has been connected with this Exchange for a great length of time and is so familiar with the Atlanta territory that she knows the seating capacity of every theatre in every zone served by Atlanta.

## Milwaukee Murmurs

By R. C. Gary

Mr. Neil Agnew, former Sales Manager of Chicago Exchange, has taken up the managerial reins of this office with a spirit and a familiarity which compares well with the average Paramount "old timer," and since when we speak of such, we mentally visualize a being which is the "Acme of Proficiency," no small importance should be attached to that statement.

Welcome to Milwaukee, Neil—we are all for you and with you.

Ladies and Gentlemen, we take great pleasure in announcing that Mr. Bert Reisman, who holds numerous distinctive records in the film game, unique among which is that established by him which earned him the title, "One A Day" Bert, is again with us. Bert left us nine months ago for K. C. office, where he made a record for himself. Recently he returned to the fold. We welcome him back and hope that he will not cause us heart failure by suddenly skipping a day in corraling one contract.

Mr. C. A. Stimson, who covers Zone 1, has been with our organization about six months. During that time he has succeeded in putting Paramount conspicuously on the map in northern Wisconsin. If "Doc" keeps up the pace he has set for himself, a bill will be submitted to Congress to change the name of Wisconsin to Paramount.

Mr. Stimson has done remarkable work in not only obtaining new contracts, but getting increases in rental on existing ones, aside from promoting such a cordial relationship between the exhibitors and our exchange that should be far-reaching in securing further business. However, that's not all. "Doc" is a shark on selling—he eats them alive.

The booking department is out to break all records for the month of April. Bookings are coming in fast and everybody is working to make April the record month of the year.

# In the Foreign Field



## Cuba to Celebrate Paramount Week

**First Country to Broadcast Celebration by Radio. Elaborate Plans for the Big Week. E. E. Shauer's Message to Cuban Movie Fans to Be Broadcast**

**By O. R. Geyer—Foreign Publicity Mgr.**

Cuba enjoys the distinction of being the first country to broadcast its Paramount Week celebration via the radio. Advices received by E. E. Shauer, Director of our Foreign Department, tell of elaborate plans for the celebration to be held in honor of the fifth anniversary of the Caribbean Film Company and of our pictures in Cuba. Cuba is the sixth country outside the United States and Canada to hold a Paramount Week celebration, Australia, New Zealand, the Philippines, Panama and Trinidad having celebrated last year and have planned celebrations for this Fall.

The program for the celebration in Cuba and Porto Rico will open on Saturday night, April 7th, with a radio program to be given by the Cuban Telephone Company radio station, known as Station PWX. A. L. Pratchett, Managing Director of the Caribbean Film Company, will explain the purposes of the Paramount Week celebration and will tell radio fans in Cuba and Porto Rico some of the company's plans for the future in the distribution of Paramount Pictures. The orchestra of the Fausto Theatre, the first run theatre for Paramount Pictures in Havana, will give an elaborate musical program which, among other interesting numbers, will include a special number written by a prominent Cuban musician and dedicated to "Semana Paramount," or "Paramount Week." Twenty new Paramount Pictures will be exhibited in Cuba for the first time during the week of the celebration which begins on April 8th, and Mr. Pratchett in his talk will tell the motion picture lovers of the two islands something of the treat in store for them.

The joint celebration in honor of Paramount Pictures and the Caribbean Film Company has been well advertised and radio enthusiasts in many parts of Cuba and Porto Rico have made their plans to "listen in" on the program. Plans have also been made for a number of "radio" parties in New York, who will hear the program broadcasted by Station PWX.

Greetings from E. E. Shauer, our Foreign Director, to the motion picture lovers of Cuba and Porto Rico, are to be read by Mr. Pratchett during the course of the program.

### Get This

**It takes sixty-five muscles of the face to produce a FROWN and only thirteen to produce a SMILE. WHY WASTE YOUR ENERGY? Contributed by L. G. STANG, Portland, Oregon.**

### A French Peptimist



**Raphael Bernard**

We are not the only people who boast of the wonderful Paramount smile, for we have a contender in Mr. Raphael Bernard, the co-editor of "Success," our French house organ in France and brother to PEP.

Mr. Bernard is exceedingly proficient in the use of the English language as well as his own, and always wears the big Paramount smile during his daily tasks.

### A Rival of Walter Hiers



**John S. Martin, Jr.**

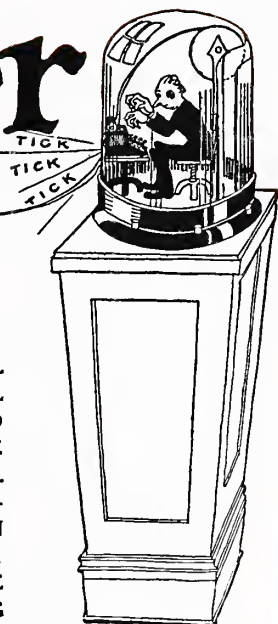
Now look out, Walter.—After Walter Hiers views the photo of this thirteen months' old son of Mr. and Mrs. John S. Martin, of London, he had better look to his laurels.

John, Jr., is a husky chap and his father says that as early as this stage of the play, he is spending many dimes.

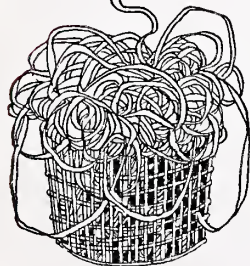
Mr. Martin, father of the boy, is assistant to John Cecil Graham, Manager of our offices abroad.



# Pep's Ticker



LET'S GO . . . THAT BIG PERSONAL PRIDE DRIVE FOR LATTER PART OF APRIL AND MONTH OF MAY IS ON . . . READ JOHN CLARK'S ARTICLE IN THIS ISSUE . . . W. E. SMITH IS RETURNING TO PHILA. NEXT WEEK AFTER A REST . . . WELCOME BACK, W. E. . . . TOM MEIGHAN NOW IN WHITE SULPHUR SPRINGS . . . WILL CONFER WITH GEORGE ADE THERE . . . NEW YORK EXCHANGE GETTING READY TO MOVE INTO THEIR NEW QUARTERS . . . H. G. BALLANCE RETURNS FROM A THREE-DAY BUSINESS TRIP . . . R. W. SAUNDERS, COMPTROLLER, HAS GONE TO PITTSBURGH, CINCINNATI, DETROIT ON BUSINESS . . . RALPH INCE NOW DIRECTING DOROTHY DALTON PICTURE AT LONG ISLAND STUDIO . . . MESSRS. ZUKOR AND KENT WILL RETURN TO NEW YORK FROM ABROAD ABOUT THIRTEENTH OF APRIL . . . "COVERED WAGON" KNOCKING 'EM COLD . . . JOHN FLINN NOW IN CHICAGO . . . MEL SHAUER RETURNS FROM MIDDLE WEST TRIP . . . LACEY JOHNSON LEFT FOR JACKSONVILLE THIS WEEK . . . WILL BE THERE A WEEK . . . "PRODIGAL DAUGHTERS" A WONDERFUL PRODUCTION . . . TRULY, GLORIA SWANSON DOES THE BEST WORK OF HER CAREER . . . SAM WOOD CERTAINLY IN LINE FOR CONGRATULATIONS ON THIS ONE . . . SCREEN THIS PICTURE AS SOON AS THE PRINT ROLLS IN AND SEE FOR YOURSELF . . . BOB KANE OVERWHELMED AFTER SEEING "NE'ER-DO-WELL" . . . HE SAYS IT'S THE BIGGEST THING MEIGHAN HAS DONE IN HIS SEASON'S PICTURES . . . AL GREEN HAS EVERYTHING IN THIS PICTURE . . . EXHIBITORS WILL GET A REAL DRAMATIC AND LOVE TREAT OUT OF THIS PRODUCTION . . . WHAT ARE YOU GOING TO DO FOR APRIL AND MAY? . . . WORK HARD AND FAST . . . CHALLENGE YOUR QUOTA AND SCORE A KNOCKOUT . . . NEW YORK EXCHANGE MOVES IN ONE NIGHT . . . TOM KILFOIL IS RESPONSIBLE FOR THIS BIG FEAT . . . SEE STORY NEXT WEEK . . . CONGRATULATIONS ARE IN ORDER FOR E. E. SHAUER ON THE EVENT OF HIS BIRTHDAY, APRIL 6TH . . .



# If You Are Doing Your Best—

## Philadelphia Cracks

By Eli M. Orowitz

Joe Levy, for ten years with Pathé, is now traversing a couple of zones for us and is selling the product in some pretty tough towns.

A new office has been added here. This new office is being occupied by Manager P. A. Bloch and his former sanctum is the private office of Sales Manager M. S. Landow.

We're expecting the return of William E. Smith, our genial District Manager, to his desk and the resumption of his activities, within a week or so. Mr. Smith has been ill for three months.

Horseback riding, like other experiences, sometimes causes some of us to give vent to our feelings or the creation of conceptions heretofore unthought of. Miss Clara Kraftsow is becoming a seasoned expert in equestrianism. Returning from a trot one day she said to Miss Annabelle Bond, Mr. Smith's secretary, "I'd rather manager wild men than wild horses for the reason that the former don't run away from you."

Which reminds us of a dumbbell we know who thought that the bridle path in Fairmount Park was to be used exclusively by newly married couples.

Raymond J. O'Rourke delivered the principal address in Gaelic at the annual banquet of the Friendly Sons of St. Patrick the other night. We heard it over the radio in Mike Landow's apartment and believe us, it was the best sales argument we ever heard. What he was trying for after he was half way thru his speech, we're not so sure about, but we think it was his favorite expression, "A contract is not a contract without dates."

We've just discovered that within our midst is a person who is a worthy opponent of Al Jolson in the art of witticism and that is Anna Leahy, one of our rewinders. Jolson is now telling stories in "Bombo" that Miss Leahy told when she made application for her job and that was "yars and yars ago."

## From Indianapolis



Celia Hirschowitz

Another little lady full of pep, and a loyal Paramounteer is Miss Celia Hirschowitz, one of the lively lassies who hails from our Indianapolis Exchange.

## Boston Brevities

By Jad

With G. J. Schaefer, New England District Manager, presiding, the Boston office just held a special sales meeting to inaugurate a thirteen weeks' drive.

The purpose of this drive is to clean up uncontracted business by July first and build up film rentals in the weeks affected.

This will clear the boards for group seven product.

Each salesman was furnished with an analysis of weekly film rental possibilities for the months of April, May and June.

This visualizes for them the following: Contracts expiring or expired and renewable, inactive possibilities, film rental possibilities of supers obtainable during that period, showing by individual theatres the uncontracted supers and price schedule for each super, and the actual film rentals now on our books for each of the weeks affected.

They're off!

Our accessories department under the leadership of Russell Collins has had a little thirteen weeks' drive of their own and for the thirteen weeks' period since January first have done an average of \$140 per week over their quota.

Speaking of perfect forms, Herman Lorber, our genial Office Manager, recently submitted one to Home Office which successfully combines Form 4a with form 40.

He received "the thrill that comes once in a lifetime," when within a few days afterward he received in the morning mail the adopted printed copy of it.

"THE COVERED WAGON" is still approaching Boston and an enthusiastic "fan" phoned us about it, telling us what a wonderful opportunity we were missing to tie this in with our big picture "THE COVERED WAGON."

Every day in every way the "SUPER 39" seem to be getting better and better.

We have just screened "GLIMPSES OF THE MOON," "GRUMPY," "BELLA DONNA" and "MR. BILLINGS SPENDS HIS DIME," etc.

They are "Knockouts!"

They sure put the "PEP" into the boys to go out and knock 'em dead.

LATTER PART OF APRIL—MONTH  
OF MAY—LET'S GO



## You Should Be Happy

### Wilkes-Barre Whispers

By Bud Gray

Miss Alice Williams is now Assistant Exploiteer in Wilkes-Barre, carrying the heavy end of the load for "Yours Truly."

Miss Adeline Moyer has become a full-fledged member of our happy family and we take this opportunity to extend a hearty welcome and our best wishes for a happy future with us.

Mr. Sweigert has, like the pioneers in "THE COVERED WAGON," packed his wordly goods and moved to 83 Third Avenue, Kingston, Pa. His little daughter Betty is at present visiting in Philadelphia.

Just to be an "extra" or even "supe" during the production of "THE COVERED WAGON" is a rare privilege and honor. I offer this suggestion, that all the "props" used in the production be carefully preserved in a museum, to posterity.

Bill Williams, our Shipping Manager, has hidden his talents from us until recently. Mr. Sweigert came into the office one morning and found a big chocolate egg on his desk all beautifully candy-decorated, silver balls and everything. The candy spelled out Paramount Pep and a trade mark on each end of the egg daintily worked out in sugar.—Art Department please note.

"Buck" Taylor, our Paramount Business Builder, is blazing a wide trail throughout his territory and is within a hair's breadth of a 100% record. This boy is a "Whizz." Pen Argyl has been added to the list of Paramount towns and will soon have a bran' new theatre with Paramount Pictures. What could be sweeter?

### Kansas City

By Billie Misteie

Into the Accounting Department came Miss Bernice Knapp, who is now handling the Form 40 work. Mrs. Kimball has now assumed the rôle of Biller, having succeeded Mrs. Jessie Wood, who has left our employ. Both Miss Knapp and Mrs. Kimball have taken to their new work like a duck to water—and we wish them well.

Two new faces appear in our Sales Department. Mr. Leslie B. Mace joined our organization a few weeks ago and after being coached by Prof. Maurice Schweitzer is now covering Zone 7, and doing very well. Also we have with us Mr. J. A. Conant, who has been assigned to Zone 5. Both of these gentlemen are doing themselves proud, and we hope they will keep up the good work.

### Des Moines Chatter

By John Kennebeck

"Sprig is here," quoth Ted Mendenhall, congenial Salesman, t'other day, as he pulled a kerchief from his flask pocket.

Whereupon, a new spirit of pep and ginger seemed to emulate from the sales forces. Ted's remark even inspired George Stevenson, Head Shipper, who made a nose dive and a tail spin for a pad of blank paper and assessed every male employee at the Des Moines Exchange a few shekels for a set of gilded horseshoes. Even A. W. Nicolls, Manager, was drawn into the merger. And just as in "When Knighthood Was In Flower" gallant knights clashed on the tourney field, so in the rear of the exchange Paramount employees vie daily for the supremacy of the art of horseshoe pitching.

Manager A. W. Nicolls and "Bill" Wiley, Salesman, transposed their A-1 sales ability to horseshoe pitching last Saturday when they defeated "Rev." Frank Crawford and Ray Copeland, debonnair Salesmen, for the noon-day meal.

Not even an inhabitant from Mars would become confused now by the swinging gates in the Des Moines Exchange. Desks have been rearranged to obstruct several of the confusing objects.

"Paramount must be everywhere."

That is the gist of Manager Nicolls' personal message to his sales force at last Sunday's meeting when discussion was centered on towns that do not use Paramount service. A schedule of such towns was gone over thoroughly and details discussed of the matter of booking Paramount in those settlements.

The Des Moines exploiteer exploited "Racing Hearts" and "Knighthood" in Omaha last week, then journeyed to Omaha to work out on "ADAM'S RIB."

A new safe adorns the pen of Miss Anne LeGendre, our happy Cashier.

### Wire—Watt a Surprise!

Professor: "What is ordinarily used as a conductor of electricity?"

Senior: "Why, er-r—"

Professor: "Correct. Now tell me, what is the unit of electric power?"

Senior: "The what, sir?"

Professor: "That will do; very good."

**Manager Neil Agnew, Milwaukee Branch Manager, says: "When you cease to get business in your zone—it is well to look to the generators."**



## Shirk's Studio Gossip

When Betty Compson starts work next in Herbert Brenon's second production entitled "The Woman With Four Faces," she will have as leading man Richard Dix, recently signed and regarded as one of the most popular young actors on the screen.

Mr. Brenon is highly enthusiastic over this story, which was adapted by George Hopkins from a play by Bayard Veiler. Julia Crawford Ivers is to be production editor.

William de Mille began work this week on his production, "Only Thirty-Eight," in his usual quiet manner. Half the time no one knows that William de Mille is working, but he accomplishes amazing results just the same. In this picture a big interior and exterior set combined showing the unlovely aspect of a home that is not really a home. Lois Wilson is playing what might be called the title rôle and is featured together with Elliott Dexter, May McAvoy and George Fawcett, all of whom have splendid rôles. Clara Beranger adapted the A. E. Thomas play which was suggested by a story of Walter Prichard Eaton's. Miss Wilson's make-up, it may be said, is astonishingly perfect and even her friends at the studio almost failed to recognize her in the rather stooped and slightly grey-haired woman of the story.

"The Cheat," our second American-made Pola Negri picture produced by George Fitzmaurice, is progressing steadily toward some of the great climaxes with which this Hector Turnbull story is supplied. Jack Holt, featured, and Charles de Roche in support, have had some important action to depict while Miss Negri has also appeared in some of the highly emotional scenes. The great courtroom scene, however, with the branding episode, is to be made shortly. Ouida Bergere's adaptation of the story is said to be very powerful and the picture is being produced with a wealth of color and beauty of investiture.

March 26th is the date set for George Melford to start on his new production, "Salomy Jane," which it will be remembered was Paul Armstrong's play adapted from the Bret Harte story. Waldemar Young is making the film version and it is announced that Jacqueline Logan will appear in the title rôle. Two other important players will be Maurice Flynn and William Davidson, the latter a well-known Eastern actor and the former already known for some excellent work in Paramount pictures. "Salomy Jane" will represent upon the screen another of those classics which are virtually immortal and are distinctly American, ranking besides "Rip Van Winkle," "The Old Homestead," "Shore Acres," and others of that type. Mr. Melford plans some unusually strong fea-

(Continued on page 15)

## Didn't Forget Old Time Easter



When Easter rolled around this year Gloria Swanson's thoughts wandered back to her childhood days, when Easter brought forth the egg and jelly bean hunt, and perhaps a live rabbit or two from mother and daddy.

Likewise this year she played Easter and is shown here with two baby rabbits, chocolate Easter eggs and Easter flowers.



## Big Consignment of Oriental Art Treasures Shipped to Cecil B. De Mille

Five cases of rare Oriental draperies, silks and jewels left Bangkok, Siam, last week, en route to Cecil B. De Mille at Hollywood. The consignment is said to be one of the largest ever made in the interests of a single motion picture. The purchases were made by Mrs. Florence Meehan, noted globe-trotter, who was sent completely around the world by Mr. De Mille to gather authentic materials for his forthcoming film version of "The Ten Commandments," which he is planning as his most extensive effort.

Every article in the consignment is said to be over one hundred years old. They were all brought from actual owners and represent heir-looms handed down through generations. The jewel work, particularly, is said to date back to the famous old hand-cut days of the Orient, before machinery came in to cheapen the famous work of the Eastern stone setters. The draperies and tapestries were bought right from the walls of wealthy homes.

PEP 

### A Classic

EDITOR'S NOTE: *In a speech at the Plaza Hotel in New York a week ago Sunday at the opening of "The Covered Wagon," Luke Cosgrove, who played the father in James Cruze "Hollywood," made the speech reproduced below, which we think is a classic. This was Mr. Cosgrove's first visit to New York since 1870 when he was a boy fresh from Ireland.*

They were dreamers, these pioneers; they saw visions and they had dreams. The dreamers are the architects of greatness, their vision lies within their souls, they never see the mirages of fact, but peer beyond the vales of mist and doubt, and pierce the walls of unborn time. Grief only streaks their hair with silver; it has never grayed their hopes. In face of storm their spires stab the world skies. Their homes are built upon a land a dreamer found. The pictures on its walls are visions from a dreamer's soul, a dreamer's pain wails from their violins. They are the eternal conquerers; their vassals are the years. Whatever the future holds in store for us that story of toil and suffering and final triumph should be held as secret history by everyone who honors devotion to duty in men and self-sacrifice in women. It should be taught to the children in the schools and the one lesson that should be impressed upon the mind of every child is that a wrong act on his or her part would be a reproach to the brave men and women who came with plows and covered wagons in the shadow of despair, and by incessant toil laid solidly the foundation of our states. And out of the granite of the mountains should be hewed an imperishable monument and on it should be embossed words like these: "They lay down their lives in toil—they suffered without complaint. From nothing they created our glorified states. Honor, reverence and glory everlasting be theirs!"

## Her Easter Surprise



Agnes Ayres was surprised Easter morning with a nice big Easter egg inside of which was a real, live bunny.

It is needless to say she registered supreme joy, for like others at the West Coast, it brought back her young Easter-time days when surprises from her parents almost rivaled those at Christmas.



### Hamilton Joins Us

James Shelley Hamilton, for the last two years editor of the exceptional "Photoplay Bulletin," issued by the National Board of Review, has been added to the editorial department of our Long Island Studio. He comes to the department with considerable knowledge of motion picture making, having written serials for Pathé and having reviewed hundreds of pictures in connection with his work on the "Bulletin." He was also formerly dramatic critic on "Everybody's Magazine," and fiction editor of "Adventure."



### Max Parker on First Vacation in Seven Years

Max Parker, for the past seven years art director for our West Coast Studios, sailed last Saturday for Honolulu, this being his first vacation in that period.

Arthur Kookan, five years with the same organization, will take charge of the department during his absence.

Mr. Parker is accompanied by Mrs. Parker and expects to return the last of April. A portion of his time will be spent in research work in Hawaii.

## Do You Recognize Him?



—we do, at first glance.

This is our genial Walter Hiers, star, sketched by Charles de Roche, while the former was at work on "Sixty Cents an Hour," his latest picture.



## Cruze Tells Recruits



The above photo shows James Cruze, who needs no introduction either to members of the Paramount staff or the public at large after his accomplishment in "The Covered Wagon," explaining to three newcomers to the screen who appear in "Hollywood" the system of lighting.

## Leatrice Joy and Owen Moore in a Special

A special production in which Leatrice Joy and Owen Moore will appear has been started at our West Coast Studio under the direction of Charles Maigne. This is a screen version by Sada Cowan of Maximilian Foster's story, "The Silent Partner." This ran as a serial in the "Saturday Evening Post" and is regarded as a very powerful drama.

Miss Joy has recently completed work in "You Can't Fool Your Wife," George Melford's production, and Owen Moore has been especially engaged for this production. Miss Joy will have the opportunity of wearing some handsome gowns and there is a large amount of emotional acting in her rôle, while the part to be given Owen Moore will also possess splendid dramatic opportunities.

PEP

## Display at West Coast

When the "paper" and "lobby display" for "The Covered Wagon" went up at the West Coast Studio this week, the entire Studio personnel gazed at the billboards with genuine interest. Not only is it amazingly fine display but the interest in James Cruze's production has been so keen from the start that everything pertaining to it excites enthusiasm.

"Some production!" is the comment of those who discuss the picture.

"We'll never forget it," retort those who worked on the picture in the wilds of Utah.



## Action at Long Island



Allan Dwan, Director, is here shown making a close-up of Hope Hampton in one of the many big scenes for "Lawful Larceny," Mr. Dwan's latest picture, which he is making at our Long Island Studio.

Miss Hampton appears indeed charming in this production, and our friend Hal Rosson, cameraman, is taking full advantage of her beauty with his Bell & Howell.



## From Russia to Hollywood



Shown in the photo with Gloria Swanson and Sam Wood is Thais Valdemar, who fled from a Russian prison and who will appear in support with Miss Swanson in Sam Wood's production, "Bluebeard's Eighth Wife."

## Jacqueline Logan Has Title Rôle

On March 26th George Melford started his new production, "Salomy Jane," which, it will be remembered, was Paul Armstrong's play adapted from the Bret Harte story. Waldemar Young wrote the film version and Jacqueline Logan will be seen in the title rôle. Two other important players will be Maurice Flynn and William Davidson, the latter a well-known Eastern actor and the former already known for some excellent work in our pictures.

"Salomy Jane" will represent upon the screen another of those classics which are virtually immortal and are distinctly American, ranking beside "Rip Van Winkle," "The Old Homestead," "Shore Acres," and others of that type. Mr. Melford plans some unusually strong features, especially some beautiful and typical scenery for backgrounds.

## Gloria Swanson Completes Scenes at Del Monte

Gloria Swanson and the company making her current starring picture, "Bluebeard's Eighth Wife," a Sam Wood production, have returned to Hollywood from Del Monte after several days at the California resort, where beach scenes were taken.

Work was immediately resumed at the studio. Sets had already been constructed in anticipation of the return and minor players were waiting to start when Miss Swanson arrived at the studio.

Those who returned with the company from Del Monte include, besides Director Wood and Miss Swanson, Huntly Gordon, Robert Agnew and Charles Greene.

## A Breath of Heliotrope



Isn't Betty Compson a picture in this costume worn in a vision scene for Herbert Brenon's production, "The Rustle of Silk," wherein she and Conway Tearle are featured?

It is taken from the costume in a Fragonard painting of the Louis XV period.

## Shirk's Studio Gossip

(Continued from page 12)

tures, especially some very beautiful typical scenery for backgrounds.

Sam Wood's trip to Del Monte was rather shorter than was expected and the scenes made there for "Bluebeard's Eighth Wife," in which Gloria Swanson stars, were taken in record time. The company arrived back at the studio the first of the week and have begun on interior scenes. Sada Cowan adapted this Charlton Andrews version of Alfred Savoir's play. Huntly Gordon has the male lead and among others in the cast are June Elvidge and Robert Agnew.

Walter Hiers is still in San Francisco for public appearances but will return in time to start work on the 26th, under the direction of Rob Wagner, in his third comedy-drama, tentatively titled "Fair Week." This is an original by Walter Woods, who will also serve as production editor. This, as has been announced, will be the first attempt of Mr. Wagner to direct, although he has been building up for that very work through many years' association with the people of the screen.



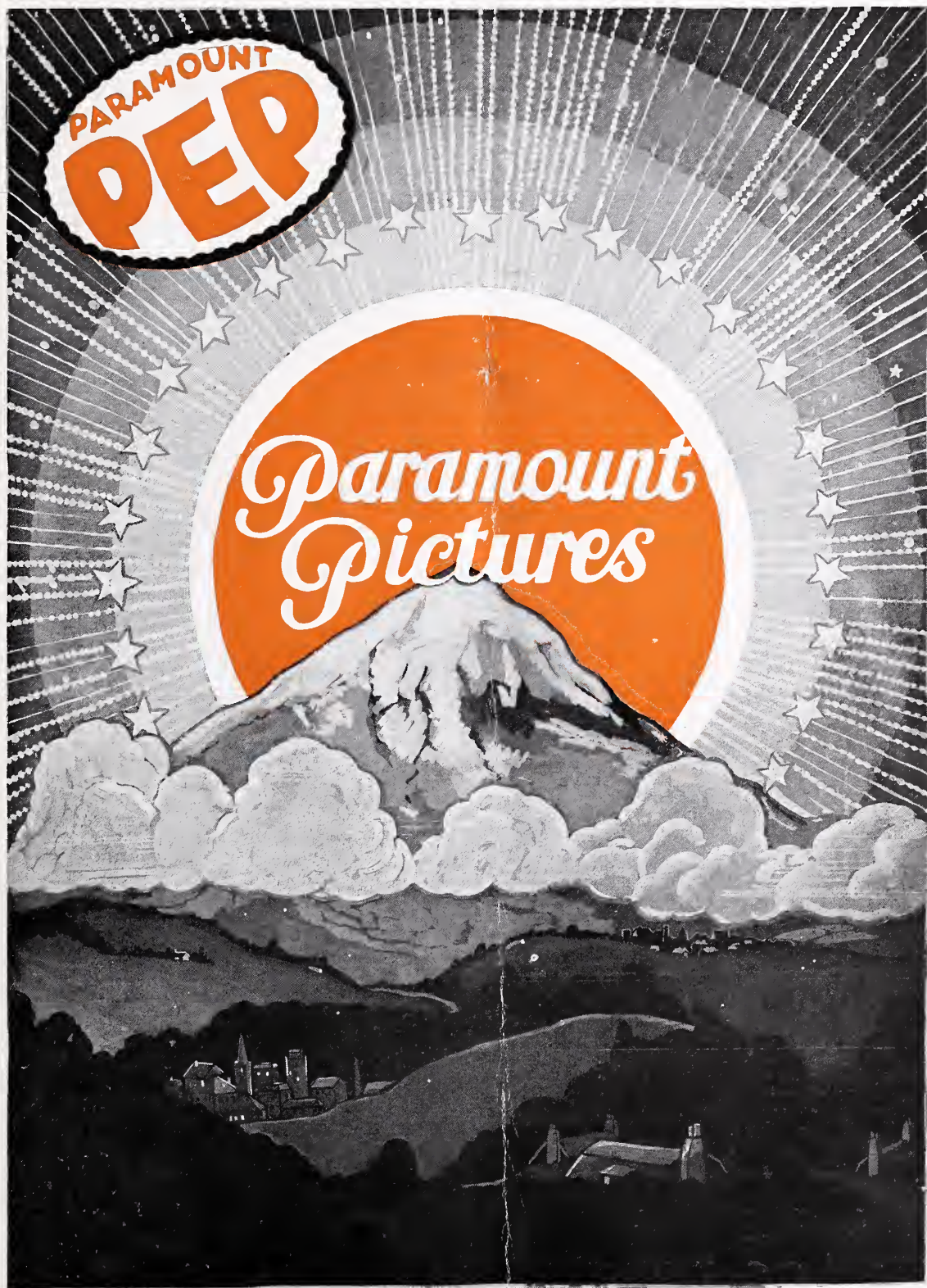
## WITH AL GREEN AND HIS COMPANY IN FLORIDA



The above photo is a little late, but nevertheless interesting, for it shows five scenes of "The Ne'er-Do-Well" company on location in Panama. The upper left picture shows Al Green in the straw hat, Lila Lee and Arty Cozine, Location Manager, and Assistant to Mr. Green, with the bamboo. In the upper right is the company taking shots of the bay. The center picture only half expresses the popular-

ity of Tommy while in the Canal Zone. Sitting on the bench for a scene, Tommy was surrounded by no less than four hundred people. In the lower left is the technical staff with Messrs. Green and Cozine. In the lower right is Larry Wheat, friend of Tommy, good fellow and a member of the cast talking to Tom, who is taking the part of a railroad conductor.





*THE SIGN OF A PERFECT DAY*



# Quick Action Imperative Now

General Business Conditions Reaching Normal State. We Should Share in the Improvement

By George W. Weeks—Divisional Sales Mgr.

With few exceptions, there isn't an Exchange Manager with the company who can look with pride at the results of his office during February and March.

Even with some justified contributing causes and a list of well founded alibis a mile long, we can't, any of us, kid ourselves into thinking we are world-beaters.

The problems of February and March may repeat themselves in June and July in spite of everything we can do, unless we anticipate them and prepare for them now. We sailed into February and March confident of getting quota or more from every branch and not giving real thought to the problems that might confront us, with a result that was mighty disappointing.

We have confronting us now, collectively and individually, a direct obligation to Mr. Zukor and Mr. Kent and the company which not a man can fail to realize if he is honestly sincere in his efforts. We are all of us directly in debt to the company for every dime we are short in our quota from January 1st to date, and if the Paramount Selling Organization, consisting of the livest wires and hardest workers in any industry, are not individual men enough to shoulder the responsibility of making up the shortage, then we will well deserve the criticism we are bound to get if we fail.

The vast expenditures of the Production Department and all company plans are made far in advance, on the strength of certain promises of revenue returns from the Department of Distribution. Mr. Kent and all of us, and every man in the field made a direct promise to deliver—we may have some justified reasons up to now for the showing we have made, but these alibis can't pay off our obligations.

The facts are that the biggest line-up of good pictures you have ever released will be available for you for April, May, June, and July; *that business reports to us from practically every part of the country convince us of the return of big business; that we are well sold in all our key points and many smaller ones, and there are a lot of unsold possibilities.*

The above, which cannot be denied, together with the acknowledged ability of our entire selling force, plus the pride we certainly all have in making good on what is expected of us, should certainly be a combination of all the incentive and requirements necessary to make up that quota.

**Let's demonstrate in quick action that it can be done, and that the selling organization are game enough and clever enough and loyal enough to meet the demands made upon us.**

Let's make April, May, June, and July the biggest in our history, and gross rentals far enough over quota to more than make up for what we are now behind.

Let's not forget the hot weather of June and July, and protect those months now.

All this and more can be done if every man will do his share and work untiringly and everlastingly. We can finish the season in a Blaze of Glory with credit to every man, and take unending pride in the accomplishment, *if the Fighting Spirit and the Red Blood of Paramount will mobilize and work from this month on.*

GEO. W. WEEKS.

## APRIL and MAY GO TO IT.

### Ross Week a Success

For the first time in the history of the Detroit District a special drive was put over by the boys of that district in honor of Harry Ross, the District Manager.

The week ended April 7th and furnished a very good start for the April drive and judging from the pep displayed by Ross's Go-Getters, they are going to show somebody their dust in this big drive for April and May.

The success of the drive there was a glorious testimonial to Harry Ross and readily showed just how much the boys in that district think of this live wire.

### Ol' Man World Knows What's Good





## Now Comes the Verse

A few weeks ago in PEP Russell Holman of our Home Office Publicity Staff contributed the chorus to a song entitled "The Covered Wagon," and we in turn called for contributions to this chorus and have cause for the following from Joe Samuels of the Salt Lake Exchange:

### 1st Verse

Out in Utah, in the middle of the West,  
In the heart of the country Jim Bridger knew  
best,

A new fangled contraption was blazing a trail  
O'er plain, mountain, river, and beautiful vale;  
The trip was dangerous, exciting and fraught  
With fear that the redskins must be fought.  
Young Banion was captain of these pioneers,  
Nor was ever there a man who deserved more  
cheers,

When amidst this confusion, while poetic one  
day,  
He held Mollie's hand and to her did say:

### CHORUS

### 2nd Verse

Eighty years later, now do we face  
Camp Cruze, Utah, a heck of a place,  
Clouds and rain and snow and flood  
Surely did send a chill thru the blood.  
Of those stalwarts under the Paramount  
Banner,

Who portrayed this epic in splendid manner.  
No doubt it was a tiresome grind  
And the folks that made it are glad its behind.  
Of every participant we must boast,  
So let each individual sing this toast.

### CHORUS

Bring on the Injuns  
And the buffalo;  
Bring on the hosses  
And the rest of the show.  
Set fire to the prairies  
And burn up the grass;  
Shoot me if "The Covered Wagon"  
Ain't the class!

## Home Office Chats

It is needless to say everybody is exceedingly glad to welcome Messrs. Zukor and Kent back from abroad.

John Flinn is in Chicago this week-end looking over "The Covered Wagon" engagement in the windy city.

Hilda Roth, Secretary to John Rosenfield, Editor of "The Exploiteer," became engaged to Emanuel Weiss this week. Heartiest congratulations, Miss Roth.

Miss Roth is exceedingly well known to all members of the Home Office, having been with our organization four years, part of the time being spent in doing secretarial work at the Long Island Studio.

## An Attractive Quartette



You certainly have to take a second look at the above quartette. You just can't help it. With such sunny smiles we are sure they would brighten any atmosphere.

From left to right they are: Misses Jo Idzorek, Lydia Berglin, Mazie Mullin and Mrs. Vi Evans.

## Essay on Man by the Country Editor

*(Sikeston (Mo.) Standard)*

A hen is not supposed to have  
Much common sense or tact,  
Yet every time she lays an egg  
She cackles forth the fact.  
A rooster hasn't got a lot  
Of intellect to show,  
But none the less most roosters have  
Enough good sense to crow.  
The mule, the most despised of beasts,  
Has a persistent way  
Of letting folks know he's around  
By his insistent bray.  
The busy little bees, they buzz,  
Bulls bellow and cows moo.  
The watchdogs bark, the ganders quack,  
The doves and pigeons coo.  
The peacock spreads his tail and squawks,  
Pigs squeal and robins sing,  
And even serpents know enough  
To hiss before they sting.  
But man, the greatest masterpiece  
That Nature could devise,  
Will often stop and hesitate  
Before he'll advertise.

## One a Minute

Our friend, Hughie Weiman, New Jersey Booker at the New Jersey-New York Exchange, received an exhibitor with open arms recently after a salesman had signed him up for thirty-five pictures on group 6.

Both exhibitor and Mr. Weiman sat down and booked thirty-five pictures in what we call record time, thirty-five minutes—or one a minute. This included Cut-Off Record and Form 3 Exhibition Notices and forwarding to the Accounting Department.

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 APRIL 4, 1923 No. 39

## The Big Push

THE Zero hour has arrived for the big Spring drive.

The mental and physical forces have, in most sectors of the line, mobilized for the big push and Generals Weeks, Ballance and Clark have donned their steel helmets ready for the attack.

The months of April and May will make history in the ranks of Famous Players but with the sole dependency resting on the shoulders of every man in the ranks. Each has a duty to perform in convincing Marshals Zukor and Kent that it can and will be done.

Our product affords the finest ammunition ever assembled for the supplies of soldiers in any drive and with that there should be an added incentive for the very last ounce of effort.

Then there is the most glorious and meritorious decoration awaiting every fighter—PRIDE. The real soldiers of today will fight for a decoration of this kind and judging from the caliber of men in our ranks GENERAL EFFORT will be kept busy pinning these decorations on all Paramount men wearing the PEP uniform.

It is needless to discuss at this time the possibility of our success for what enthusiasm is involved when we even dare think of the word defeat? Good downright hard plugging is what is needed for this success and each one to the last man should be digging in with his shovel of determination for a lone battle such as he will look back upon with a PERSONAL SATISFACTION AND PRIDE IN THE DOING OF A GOOD DEED.

Start your guns boooooooooooming now.

LET'S GO.

DEFEAT? NO.

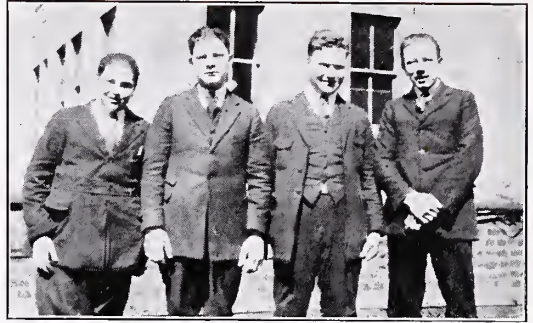
## Telegram, Mister!

H G BALLANCE  
HOME OFFICE NEW YORK

BELLA DONNA BROKE ALL RECORDS  
AT POLIS BIJOU THEATER NEW HAVEN  
LAST WEEK — MANAGEMENT PLAYED  
FIVE SHOWS SATURDAY LAST DAY OF  
SHOWING AND CROWDS STOOD IN LINE  
WAITING ADMISSION ENTIRE DAY

JOHN D POWERS

## They Walk Many Miles a Day



Above is a quartette of Home Office boys who are well acquainted with every department in the organization due to their many trips in and out of the various offices.

Reading from left to right, they are: Charles Hearst, Raymond Reilly, Seymour Frank, and Arthur Page.

## Telegram, Mister!

LOS ANGELES

JOHN C. FLINN  
HOME OFFICE

COVERED WAGON OPENED TONIGHT  
GRAUMANS HOLLYWOOD EGYPTIAN  
THEATRE HOUSE COMPLETELY SOLD  
OUT AT TWO FIFTY PER SEAT ENTIRE  
AUDIENCE WENT WILD WITH ENTHU-  
SIASM UNANIMOUS OPINION IT IS THE  
GREATEST PICTURE IN HISTORY MY  
SINCERE CONGRATULATIONS TO YOU  
FOR THE SPLENDID RESULTS YOU AC-  
COMPLISHED REGARDS

O V TRAGGARDH

## Kantner and the Personal Touch

Oscar A. Kantner, our Southern Exploiter with offices at Atlanta, demonstrated his belief in the personal touch with the public recently by sending out a letter direct to the entire mailing list of the Rivoli Theatre, Winchester, Tennessee.

The letter was a dignified, impressive missive, briefly informing the readers that said theatre had arranged with Famous Players for the exhibition rights of thirty-nine big Paramount Pictures.

There is absolutely nothing from which better results can be had than appealing to the individual and you will be safe in forecasting a tremendous success for this exhibitor with the coming Paramount Pictures.

## For the Drive —

PARAMOUNT  
PERSONAL  
RIDE



## PUT YOUR Division Over The Quota Line

### New York Exchange Moves in Less Than Twenty-four Hours

**Tom Kilfoil Responsible for This Startling and Meritorious Feat in Moving the Largest Motion Picture Exchange in the World**

"Off with the old, on with the new" was the cry issued by members of the New York Exchange on April 4th, when, at three o'clock in the afternoon the first load left 729 Seventh Avenue, en route to the new New York Exchange at 331 West 44th Street.

From then on the steady, thorough and speedy movement was carried thru until the last load reached the new exchange at 2:30 in the morning of April 5th.

Although reticent to admit, Tom Kilfoil deserves full credit for the handling of this gigantic proposition in losing not a single day's business in moving the world's largest film exchange.

It was a big job and was done in the right way and these were a few of the items which had to be moved and put in working order inside of thirty-six hours: 8,700 reels of film, anywhere from five to ten tons of accessories, sixty-three desks, one hundred thirty-eight chairs, twenty inspection tables and five shipping tables. These of course are exclusive of the hundreds of small articles that accompanied the many loads thru the big city.

#### TWO EXCHANGES IN ONE

The building, while outwardly appearing as one exchange, houses two distinct exchanges; namely, New York and New Jersey. Both exchanges are operated exclusive of the other.

The building itself is absolutely one hundred per cent fireproof and contains a most up-to-date sprinkler system thruout with plenty of fire extinguishers, water and sand pails and all steel partitions for the salesmen's offices. The accessories racks are also of steel.

One of the innovations of this building is the enormous pressure and gravity tanks on the roof, which contain the water for the sprinkler system.

Another unique accomplishment is the valve system in the basement which controls the vaults, floors, etc. This system is segregated so that if one valve in one department goes off, the other departments remain unmolested.

#### SPECIAL FLOOR VAULT

In the film room of both exchanges is a special vault built in the floor with a trap door. This vault is used for storing and keeping film cement, further protecting and cutting down fire hazards. In fact Chief Hays of the Fire Prevention Department of New York City said that it was the last word in construction of film exchanges.

#### WORK ALL NIGHT

Tom Kilfoil and a crew of willing workers ably assisted him and worked right thru, never leaving their posts until the exchange was in complete operation and Sam Sheer of the Sheer Brothers Circuit bought and booked the first picture on a contract of thirty-five for his theatre in Long Island.

Eddie Bell was the honored Booker in this event.

#### THOSE WHO SO ABLY ASSISTED

Tom Kilfoil and his crew who worked untiringly to bring about this historical event were A. M. Weinberger, Eddie and Clarence Bell, Ed Moeller,

(Continued on page 11)

#### Pola's Double



Sally McLoughlin

Take a good look at the young lady in the photograph to your left. No, this is not Pola but Miss Sally McLoughlin, Secretary to Dan Hynes at the Storehouse.

She is exceedingly popular with the boys and girls at the storehouse, which was brought about by her pleasing personality.

She is a very likable girl with a gentle and pleasing disposition and always carries the good old "Pep Smile."

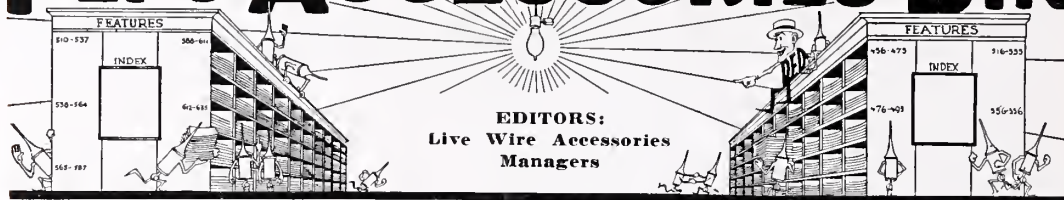
#### Salesman's Lament

I'm out on a trip for the silver screen  
And I'm thinking of some of the girls I've seen,  
I say "seen," although I've seen them not,  
Because I've never been near the Hollywood "lot."

But there are Gloria, Pola, Lois, Pauline,  
Lila, Anna, Nita, Kathleen,  
And Dorothy, Julia, Leatrice, too,  
May, Bebe, Agnes and Betty (Lou)  
Wouldn't it also make you feel sad  
To think that you actually had  
To see each one most every week,  
And never hear one word they speak?

JOE SAMUELS,  
Salt Lake Exchange.

# PEP'S ACCESSORIES BIN



## More Business in the Air

The two weeks ended March 31st have been Banner Weeks for accessories sales.

We have had a greater percentage of Exchanges over the line and the Division percentages have been higher than at any other time since January 1st.

This is mighty encouraging, but the most encouraging part of it all is that there is more business in the air than we are getting now. If you will all look over your activities I am sure you will find places where you might have made sales, where you might have pushed certain items or done certain things which really got away from you.

The most important thing about accessories sales is the reflection which they have on film rentals. Truthfully, we handle only one commodity and that is film. To get the most out of accessories sales requires supervision over every account regardless of the size of the theatre or its location.

We have plenty of detail, plenty of accounts. The job is not easy. Only a live-wire salesman can accomplish the results.

You have done well, but there is plenty more to be done.

MEL SHAUER.

## A Business Getter

### IF IT'S WORTH RUNNING IT'S WORTH ADVERTISING

**D**ON'T forget, on pictures like those listed, we can furnish window cards and heralds at these low prices. Press Books and Order Blanks enclosed on future bookings.

Use our quantity price schedule when ordering Paramount Accessories

DON'T DELAY

ORDER ADVERTISING TODAY  
IF YOU WANT YOUR PICTURES TO PAY

PRICE	Window Card	Herald

Above is a reproduction of a striking red stiff card distributed with all press matter, by John H. Curry, our Des Moines Accessories go-getter.

The minute Curry receives Form 3 from the Booking Department, he examines it very carefully to determine whether there are subjects on this form upon which he can furnish heralds and window cards.

After the red card is filled out with the name of the production, price of the herald, and window cards on same, they are sent direct to the shipping clerk, who after filling the order for press books encloses this card right on top of the contents of the package so that the first thing that hits the exhibitor's eye is the big red card.

To say this is a business go-getter and a clever idea only half expresses it, because exhibitors naturally fall in love with our standing order usually taken from the press books and finally marry it.

Therefore this card is one big means of divorcing them from this idea and opening their eyes on additional accessories on productions listed thereon.

## Over 5,000 Frames Shipped

It is a foregone conclusion that what is given below will prove more than interesting—it will prove that the boys in the field are selling frames.

Since January 1st of this year, Dan Hynes and his crew at the Storehouse have shipped over five thousand gilt frames—to be exact 5003.

The fact that exchanges are keeping up the sale commensurate with the shipments is evident, for of the amount of frames shipped, 4091 have been reported sold by the exchange in the same period of time.

Can you imagine what this means to the sale of insert cards?

As the automobile tire man wants to see automobiles sold so that he will have a market for his tires, so should each Accessories Manager push the sale of frames which forms an automatic outlet for his insert cards.

## Pittsburgh Goes Over

Roy Davis, Accessories Manager at Pittsburgh, took his department over the line again, exceeding his quota by practically three hundred dollars for a recent week.

Some of the items of sale during this busy week were:

Window cards	3,889
Heralds	94,000
Fanfotos	1,200
Roto sections	7,000
Insert cards	352

Keep up the good work, Roy.



## Accessories Managers

THIS IS WHERE YOU STOOD FOR WEEK  
ENDING MARCH 31ST

(Based on percentage of accessories quota  
delivered)

1. NEW ORLEANS
  2. ATLANTA
  3. CHARLOTTE
  4. WASHINGTON
  5. MAINE
  6. COLUMBUS
  7. OKLAHOMA
  8. PEORIA
  9. PITTSBURGH
  10. SIOUX FALLS
  11. BOSTON
  12. DENVER
  13. WILKES-BARRE
  14. SEATTLE
  15. KANSAS CITY
  16. BUFFALO
  17. NEW YORK
  18. NEW HAVEN
  19. PORTLAND
  20. SALT LAKE
  21. LOS ANGELES
- 
22. ST. LOUIS
  23. DETROIT
  24. ALBANY
  25. INDIANAPOLIS
  26. CLEVELAND
  27. DALLAS
  28. DES MOINES
  29. CHICAGO
  30. MINNEAPOLIS
  31. MILWAUKEE
  32. PHILADELPHIA
  33. JERSEY
  34. OMAHA
  35. CINCINNATI
  36. SAN FRANCISCO

### DIVISION PERCENTAGES

SOUTHERN .....	1.51
DIVISION NO. 1 .....	1.05
DIVISION NO. 2 .....	.95
DIVISION NO. 3 .....	.93



## Exhibitor Saves Williams's Life

Bob Williams, Accessories Manager at Buffalo, recently made a proposition to the Crescent Theatre, Ithaca, N. Y., wherein he wanted this theatre to use additional advertising on the next twenty pictures which had been booked them.

In making the proposition Williams wrote the exhibitor: "If this isn't a good proposition I'll fling my hat into Niagara Gorge and hang on to it."

The following reply arrived by return mail: "It will be unnecessary to carry out your threat. We'll save your life and remit immediately."

## Spring Is Here



Miss Edna Gordon

Here is Miss Edna Gordon, Secretary to our General Manager, Mr. G. E. Akers, at Toronto.

Miss Gordon seems to be enjoying the cool breezes of Spring.

She is a lively girl, enjoys all sorts of sports, and is very well liked by the whole personnel of the Toronto Exchange.

## Talks by "Bernie" Freeman

(Special Sales Rep. in Sydney, Australia)

### HOW THEY RELEASE PICTURES IN AUSTRALIA

In a brief way I will tell you our method of releasing the product in this part of the globe.

Down here we have what is known as "Weekly Releases," consisting of two features, comedy, Burton Holmes Travelogue, Australian and American Gazettes, except for the fourth week of every month, when one feature which is termed a "special" is released with a comedy, travelogue and American and Australian Gazette.

Invariably a month's releases consist of five Paramounts and two Realarts.

In addition to the year's weekly releases we have what is known as "long run productions," or "super specials," which last year were "The Affairs of Anatol," "The Sheik," "Saturday Night," "Fool's Paradise," "Beyond the Rocks," and "Forever."

This year the long run productions are "Blood and Sand," "Manslaughter," "The Old Homestead," "To Have and To Hold," and others.

These releases are standards for Australia and New Zealand. After being in use a certain length of time, two prints of each subject are sent to our far eastern branches, that is, one print to Batavia and the other to Singapore. However, before forwarding these prints to the far east, we assure ourselves that no exchange is deprived of revenue on this account.

New Zealand receives its entire supply of film and other important matters direct from America for the reason that it has protective tariff of its own and also facilitates a considerable saving of time.

"BERNIE" FREEMAN.

**ALL ABOARD FOR  
APRIL AND MAY  
LET'S GO!**

# In the Foreign Field



## Paramount in Java



The fact that Paramount Pep is a world-wide state of mind is indicated by the above photo from Java.

It shows a group of Paramount enthusiasts in Batavia attending the reopening of the Dinah Theatre, one of our first run houses there.

Messrs. Stiebel and Bridges of our Batavia office are the two gentlemen seated at the right.

## Paramount Dutch East Indies



The Elite Theatre at Weltevreden, Dutch East Indies, where Paramount fans take their motion picture entertainment with the greatest of comfort. The photo shows patrons of the Elite enjoying cooling drinks at the conclusion of a showing of "Heliotrope."

## Our London Organization Makes Merry



On Saturday, March 3rd, our London organization put over a peppy and successful affair in the form of a ball, held at the Winter Garden of the Great Central Hotel, London.

The center photo shows group consisting of the executives and personnel. Seated in the center can be seen Mr. J. C. Graham, Managing Director, on his left Frederick Martin, Director of Publicity; E. Ayres, Secretary; H. Walker, Sales Manager. On his right is Montague Goldman, Manager of

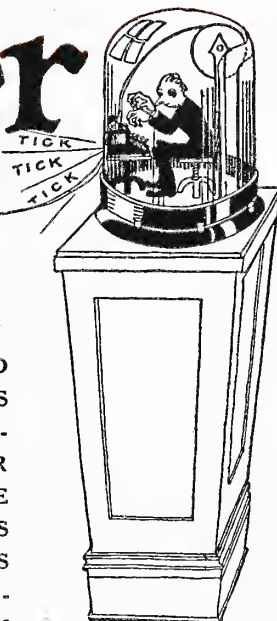
Distribution, and C. Whitehead, Chief Accountant.

The photo on the right shows Harold Walker receiving a gold watch from J. C. Graham in recognition of his ten years' service with our organization there.

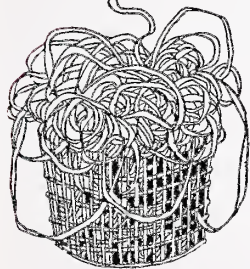
At the left, photo No. 2, is shown "Paramount's own," London Jazz Band. These boys are all members of our organization there and are many steps ahead of us when it comes to talent with the ranks.



# Pep's Ticker



MESSRS. ZUKOR AND KENT SAILED SATURDAY . . . WHEN YOU READ THIS THEY WILL HAVE ARRIVED . . . WELCOME TO BOTH . . . NOW ALTOGETHER . . . ANOTHER BIG PUSH ON THE DRIVE . . . READ ARTICLE BY GEORGE WEEKS IN THIS ISSUE . . . NEVER BEFORE HAS AN OPPORTUNITY FOR PERSONAL EFFORT PRESENTED ITSELF AS IT IS NOW . . . GO TO IT . . . EUGENE ADOLPH ZUKOR CELEBRATES HIS FIRST BIRTHDAY THIS SATURDAY . . . CONGRATULATIONS . . . R. W. SAUNDERS RETURNS FROM MIDDLE WEST TRIP . . . PHIL REISMAN WORKS OUT WITH THE BOOKERS SILENT PARTNER . . . SEE ARTICLE IN NEXT ISSUE BY G. W. SPIDELL ON THE NEW FORM 5 BOOKING SLIP . . . NEW YORK EXCHANGE ACCOMPLISHED A RECORD FEAT IN MOVING FROM THEIR OLD QUARTERS TO THE NEW . . . SEE STORY . . . JOHN DAY SAILS FOR SOUTH AMERICA THIS SATURDAY . . . M. J. HELMS NOW ACCESSORIES MANAGER AT DALLAS EXCHANGE . . . AGNES AYRES AND TONY MORENO RETURN FROM THE SOUTHLAND FROM LOCATION . . . RALPH INCE IS NOW DIRECTING DOROTHY DALTON IN LEAH KLESCHNA AT OUR LONG ISLAND STUDIO . . . YOU CAN PUT THIS INCE MAN IN YOUR BOOK AS A REGULAR FELLOW . . . PUT YOUR SHOULDER TO THE DRIVE WHEEL NOW AND SEND IN THE CONTRACTS SO FAST THAT THE DIVISIONAL SALES MANAGERS' OFFICES WILL LOOK LIKE AN EDITOR'S OFFICE . . . YOU HAVE THE PRODUCT TO DO IT WITH . . . NOW IT'S YOUR TURN . . .



## Time Coupled With Effort—

### Buffalo Breezes

By "Pat"

Miss Fanny Buxbaum, in charge of our Contract Department, "blossomed out" in one of those King Tut creations the other day. You know what we mean—one of those basque effects, with dancing Egyptian maidens and hieroglyphics from the Loves of Pharaoh imprinted all over it.

The Egyptian lore seems to have permeated the entire office. Earl Brink, the next Benedict, is wearing a King Tut tie.

Mr. James A. Clark, Accessories Sales Representative, was with us for two weeks in the interest of Accessories Sales, with a view of increasing the Advertising Activities. Activities is the word, for he certainly did make things hum. Incidentally, Miss Mack is still wondering which end of the Panama Canal is the west end. You tell her, Jim.

A messenger boy delivering a telegram was instructed to give it to "that handsome gentleman over there." He looked all around the office, walked over to the Booking Department and handed it to Clayton Pfeiffer. The telegram was for Bob Williams. Who gave those instructions?

Listening In:

Mr. Williams: How many heralds could you use if I gave them to you gratis?

Mr. Exhibitor: Oh, about ten thousand.

Mr. Williams: Well, the price is \$3.00 per thousand, but I'll let you have ten thousand for \$20.00.

Mr. Exhibitor: All right. Send them C. O. D.

Result: Exhibitor who never uses heralds, buys ten thousand at quantity price schedule.

*Pat*

### Columbus Column

By "Abie" Krimmel

Mr. Mel A. Shauer and Mr. D. F. Hynes came to see us Monday. We all enjoyed their visit and hope they will come back again soon.

Mr. A. D. Wayne has left us temporarily to work out of the Detroit Exchange. Mr. J. J. McCabe from New York is taking over Zone 2 while Mr. Wayne is away.

The furniture for our projection room has arrived—in time to doll it up for Easter, too.

Mr. Shoemaker is pretty careful when he lets down the awnings nowadays, because Leo got a nice shower bath the other day when he got swift.

### Our Old Friend Bill



The above photo is that of our good friend and worker, Wm. C. Winship, now Branch Manager of our Office in Mexico City. Bill, as most of us know, was formerly from the Los Angeles Exchange, and his slogan was "Good things come to those who work."

His contention was realized when E. E. Shauer, Director of our Foreign Department, called upon Mr. Winship to serve in this important capacity in our neighboring country, Mexico.

### Meighan and Bux to Ireland?

PEP happened to be listening in on a telephone conversation between Tom Meighan and Harry Buxbaum, District Manager at New York.

Tom poured out the good news to Bux that McSweeney, John McCormick's manager, was contemplating taking Tommy and Bux on a tour of Ireland.

Commenting on the proposed tour Bux said, "It will be kind of nice to go back and see all the old folks."

Any further details on this trip will be given exclusively thru the columns of PEP.

### Australia Forms Paramount Club

Australia now has a Paramount Club and judging from the enthusiasm of Albert Deane's letter to the Editor, it promises to be a huge success.

The first outing was held on the 27th of February and on that day the whole of the head office and New South Wales Branch closed shop and went down to Clifton Gardens for the day.

This beautiful harbor spot was the scene of a gala affair that day.

John W. Hicks fostered the formation of the club after he had witnessed personally the success and cooperative feeling it had brought about in our own country.

A hearty welcome to our brother Paramount Club in Australia and if it enjoys one-half the success our own club has, it will easily reach the one hundred per cent mark.



# Is An Investment For Big Profits

## Columbus Column

By "Abie" Krimmel

This is on Mr. Patterson. Mrs. Clark called up the other day and asked if Mr. Clark was in. Carl answered the telephone and after asking Mr. Dodge where Mr. Clark was said, "Mr. Clark says he's in Newark."

Carl answered the telephone again, this time the party on the other end asked for Herman Seebohm. Carl looked around the office and then answered by saying all the *girls* had gone home. The reason for the mistake was due to the fact that "Napoleon" is the only name we know Mr. Seebohm by.

Everything comes to him who waits,  
But here is something slicker,  
The man who goes after what he wants,  
Gets it a darn sight quicker.  
—M. C. O.

Junkman: "Any rags, paper, old iron to sell?"  
Head of House: "No, go away, my wife is away for the summer."  
Junkman: "Any empty bottles?"

A man from the East boarded a street car in the South.  
A Southerner got up to give a lady his seat.  
The Eastern man beat the lady to it.  
The body will be shipped back East for burial.  
—*The Tennessean*.

*St. Louis Slants*

## St. Louis Slants

By Bill Harwell

Theodore Roberts has come and gone—passed through on his vaudeville tour—leaving behind him the memory of his beaming smile and radiant personality. Truly he is "The Grand Old Man."

The bunch turned out en masse to pay their respects. Yes, little "Theda" was there and Cecilia and Buck, each with her own Prince Charming. 'Twas a grand and glorious occasion. Yours truly was the only stag, drawing for his partner none other than F. L. of the Accessories Department—in person, not a picture. Now, whadaya think of that?

And after rounds and rounds of applause and more applause came a curtain talk and the inevitable cigars—it's sort of a habit, doncha know—this time in a bushel basket tied with fancy blue ribbon. And the grand old man feigned surprise.

If the Governor ever puts the signature to all the photos he promised, we'll bet he'll have the cramps. Even Frank, the dusky porter, put in a bid.

## Oklahoma City News

By W. W. Caldwell

A few days ago we had a very welcome arrival in this exchange in the person of Mr. George "Live Wire" Gambrell, who is to be our Exploiteer. He has already started up some high powered "exploitin'." We think that all his friends will be glad to know if he keeps up the way he has started down in "Cowboy Indian Country," he will soon be ready to purchase a horse, making himself a full-fledged "cowboy."

Our Branch Manager, Mr. Peacock, was guest of honor at the Oklahoma City Ad Men's Luncheon a few days ago and was called upon for SEVERAL talks on various subjects. All of you who are personally acquainted with Mr. Peacock know that he is famous for his long-winded speeches, every time he is given an opportunity to talk. Anyway, Mr. Peacock let the Ad Men's Club know that FAMOUS PLAYERS was PARAMOUNT.

We overheard the following conversation in the Branch Manager's Office a few days ago:

Exhibitor: Mr. Peacock, you are charging me too much for Paramount Pictures.

Mr. Peacock: Mr. Exhibitor, from all appearances you are not exploiting the pictures which you run and we would suggest that you allow Mr. Gambrell, our Exploiteer, to help you put over these pictures in your town.

Exhibitor: Yes, I do exploit your pictures, Mr. Peacock; I get out a CLOWN on EVERY picture I run. (Mr. Peacock and Mr. Gambrell fainted.)

## Charlotte Cheers

By Al Hicks

The call of the wild—"Ain't that there Exploiteer feller got here yet?"  
Yeh! Al's here.

Teacher—"Now, can any of you little boys and girls tell me where we can find the city of Charlotte, N. C.?"

Young Pep fan—"Yessum, direkly on top the accessories sales list."

Twice in the same place, gentlemen, we let 'em lay, read 'em and leap.

## New York Exchange Moves

(Continued from page 5)

Al Throop, Jim Buff, Ed Trueman, Eloy Canel, Emanuel Blume and Joe Kellerman.

In a coming issue of PEP we will show you a complete photographic layout of the new exchange to prove our statement that it is the last word.

## BUXBAUM COMMENTS

H. H. Buxbaum, District Manager, expressed keen delight in the accomplishment and stated that in all of his days in this business he had never witnessed a more orderly and complete transfer of a film exchange.



## Shirk's Gossip of the Studio

*Special to PEP*

**By Adam Hull Shirk**

Hollywood

Monday, April 2, was Red Letter Day at the West Coast (Lasky) Studio. Starting on that date were:

Jerome Storm, directing "Children of Jazz," featuring Theodore Kosloff, Ricardo Cortez, Eileen Percy, Estelle Taylor and Robert Cain. Adapted by Beulah Marie Dix from Harold Brighouse play.

Charles Maigne, producing "The Silent Partner," with Leatrice Joy and Owen Moore featured and a strong cast. Adapted by Sada Cowan from story by Maximilian Foster.

George Melford producing "Salomy Jane," featuring Jacqueline Logan, George Fawcett and Maurice Flynn. Adapted by Waldemar Young. The story was by Bret Harte and Paul Armstrong dramatized it.

Jack Holt will do "A Gentleman of Leisure," by John Stapleton and P. G. Wodehouse. Jack Cunningham, adaptor. Joseph Henabery directing. Starting in April.

"The Cheat" rolling along under George Fitzmaurice's capable conduct as producer of this Pola Negri starring vehicle. Jack Holt is featured and Charles de Roche is in support. Ouida Bergere adapted the Hector Turnbull story. Wonderful spectacular and appealing emotional intimate scenes.

Walter Hiers, up in Pleasanton, a rural Northern California village, making scenes for "Fair Week," directed by Rob Wagner. This is a Walter Woods story. Constance Wilson, sister of Lois, is having her first great chance and is going to make a record for herself.

Herbert Brenon going strong with his production, "The Woman With Four Faces," starring Betty Compson, Richard Dix featured. Adapted by George Hopkins from Bayard Veiller play. Going North shortly for prison scenes near San Francisco. Plenty of thrills—in fact, they predominate the picture.

William de Mille making a charming picture of "Only Thirty-eight," featuring Lois Wilson, Elliott Dexter, May McAvoy and George Fawcett. Clara Beranger adaptation of A. E. Thomas play from story by Walter Prichard Eaton. Canoe upsets with May McAvoy and Taylor Graves, making a very exciting scene and subjecting the two players to a ducking. But they don't mind. Lots of college spirit in this picture.

(Continued on page 15)

### Telling Stories



Between scenes of "The Rustle of Silk," Herbert Brenon, who is directing this production, tells Betty Compson stories about her great-grandmother in this picture, after which Miss Compson expresses the wish that she be carried back to the days of her great-grandmother.

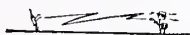


## Pola Negri in "Hollywood"

Pola Negri will appear in our big special production, "Hollywood," which James Cruze, producer of "The Covered Wagon," has been making for the past three months at our West Coast Studio. The complete list of players as it stands at present, with recent additions, is as follows:

Pola Negri, Cecil B. De Mille, Thomas Meighan, Agnes Ayres, Betty Compson, Leatrice Joy, Jacqueline Logan, Jack Holt, Walter Hiers, May McAvoy, Nita Naldi, Lila Lee, Richard Dix, William de Mille, Lois Wilson, Owen Moore, Charles de Roche, Mary Astor, Baby Peggy, James Cruze, Hope Hampton, Alfred E. Green, Herbert Brenon, Ben Turpin, Will Rogers, J. Warren Kerrigan, Eileen Percy, T. Roy Barnes, Bull Montana, Julia Faye, Charles Ogle, Ford Sterling, Kalla Pasha, Clarence Burton, Guy Oliver, Sigrid Holmquist, Edythe Chapman, Gertrude Astor, Helen Dunbar, Dinkey Dean, Maym Kelso, Jack Gardner, James Finlayson, Frances Agnew, Walter Woods, Chuck Reisner, Paul Iribe, Claire West, Charles Eyton and Jeanie Macpherson.

Need we say anything more?



## 'Alf and 'Alf



Poor Walter—although he doesn't look so terribly worried. He certainly must be a good-natured chap to stand the like of this.

The Buckleys, Australian Wonder Workers, are experimenting on Walter with a new version of the illusion "sawing a person in half." We don't know exactly whether Walter approves of it or not.

The Buckleys met Mr. Hiers and other Paramount stars during a visit to the studio en route to the Antipodes.

## Hello—Goodbye



When James Cruze, centre, Director, Carl Brown, cameraman, left, and Vernon Keys, cameraman, right, arrived from their journey across the continent to the Studio at Long Island, we were hoping they would stay a while, but such was not the case, for after Director Cruze finished the Hollywood station scene at the studio, he and his cameraman made tracks back to his old stamping ground. We were in hopes they would stay longer but it seems they went in the front door and came out the back.

Here's hoping their visit will be a longer one.

## Bebe Daniels Takes First Whirl at Speed Boat Driving in "The Exciters"

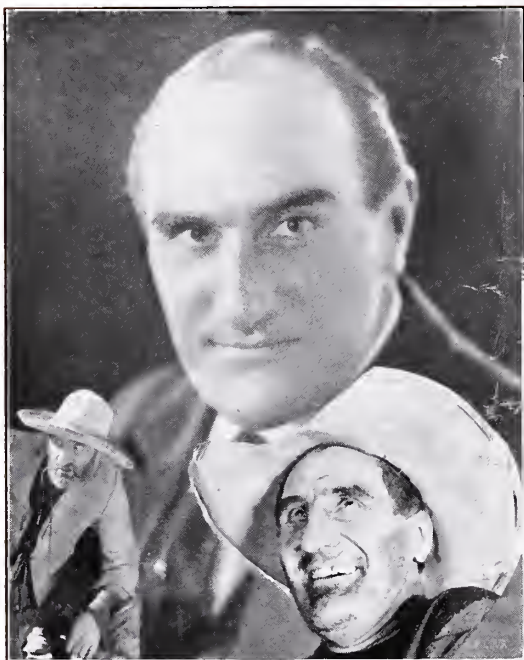
During the filming of scenes for her latest picture, "The Exciters," Bebe Daniels was called upon, for the first time in her life, to drive a speed boat. It so happened that Bebe was the favorite picture star of Mr. and Mrs. Carl Steadman Wheeler, of Boston, who were wintering at their Miami Beach home, and they insisted that she use their 150-horsepower speed boat, "Live Wire," in the picture. Since meeting Miss Daniels personally, the Wheelers decided to rechristen the boat, "Bebe." The rechristening took place at Miami Beach and as a tribute to Florida, grape juice was substituted for ante-prohibition wine.

## Meighan to Indianapolis

Tommy Meighan is again proving himself a good fellow this week, having broken his trip to White Sulphur Springs by a hasty trip to Indianapolis, Indiana.

Mr. Meighan made this trip with the sole purpose of addressing the combined women's clubs of the breezy city.

## Ernest Torrence



You certainly must see the "Covered Wagon." It is a wonderful picture and an outstanding feature is Ernest Torrence's portrayal of the rôle of Bill Jackson.

Here he is as in ordinary life and as he looks in the rôle of Bill Jackson.

He is one of the best actors on the screen and a wonderful chap, personally.

He plays the piano with a magic touch and charmed the Indians in Utah when he gave some selections on the old camp square piano of ancient vintage.

PEP *Ernest Torrence*

## Lots Doing at Both Studios

At the present writing there are thirteen companies at work in our Western and Eastern Studios.

In fact, production is at its highest point in years. There are nine companies at work at the West Coast and four in Long Island.

At present the West Coast is shooting the following: "Hollywood," directed by James Cruze; "The Cheat," directed by George Fitzmaurice; "Bluebeard's Eighth Wife," directed by Sam Wood; "Only Thirty-eight," directed by William de Mille; "The Woman with Four Faces," directed by Herbert Brenon; "Children of Jazz," directed by Jerome Storm; "Salomy Jane," directed by George Melford; "Fair Week," directed by Rob Wagoner; and "The Silent Partner," featuring Leatrice Joy, Owen Moore, and Rob Edeson.

At Long Island they are shooting "Lawful Larceny," directed by Allan Dwan; "The Exciters," directed by Maurice Campbell; "The Heart Raider," directed by Wesley Ruggles; and "Leah Kleschna," directed by Ralph Ince.

## Fairbanks, Pickford, Chaplin and Knoblock Praise "The Covered Wagon"

Some of the finest tributes paid James Cruze's production, "The Covered Wagon," have come from stars, directors and writers associated with competing companies. The latest of these has been received by Mr. Lasky from Douglas Fairbanks, Mary Pickford, Charles Chaplin and Edward Knoblock, who recently saw the picture at a special showing in Hollywood. "Doug" penned the letter and his fellow artists affixed their signatures. The letter follows:

"My dear Jesse Lasky:—

"We have just seen 'The Covered Wagon' and we want to congratulate you, Cruze and all those responsible for this great picture. This distinctive contribution to the screen is an inspiration to the entire motion picture world.

"Douglas Fairbanks

"Mary Pickford

"Charles Chaplin

"Edward Knoblock."

"The Covered Wagon" had its Southern California première Tuesday evening at Sid Grauman's Egyptian Theatre in Hollywood, following Douglas Fairbanks in "Robin Hood," which broke all records for continuous run in California, having opened the theatre early last Winter. The Chicago opening will be April 22 at the Woods Theatre.



## A New Director



Bob Wagoner

Regular fellows may come and regular fellows may go, but Bob Wagoner, famous short story writer, will go on forever, for he has been made a director at the West Coast.

Mr. Wagoner was a member of our Scenario Staff and prior to this appointment he will be remembered by many of the boys who journeyed to the West Coast Convention by his interesting speeches the night of the banquet.

Mr. Wagoner is already working on a picture in which Walter Hiers is starring.



## Cruze Returns to West Coast

James Cruze, his assistant, Vernon Keays, and his cameraman, Karl Brown, who came to New York for the première of "The Covered Wagon," have returned to California where they will complete our West Coast production, "Hollywood" at the Lasky studio. It was Mr. Cruze's first trip to the metropolis in eight years and he said that he was so overwhelmed with kindness that he walked around in a daze most of the time.

"If I failed to thank all the people who were courteous and kind to me during my stay in New York," he said, "I want this to serve as a blanket letter of thanks to all my friends on Manhattan Island. I am coming back to the East soon to make a picture and then perhaps I can attend to many of the things I left undone on my present trip, which necessarily had to be a short one, for I was just in the middle of the work on 'Hollywood'."

## Eyes and Eyes

Speaking of the eyes of famous screen celebrities—and the eyes do most of the speaking on the screen—Nita Naldi, the siren of pictures, who, incidentally, has a pair of snapping black eyes that are marvels in themselves, gives the following lineup for the championship quintet of feminine stars:

Gloria Swanson—*violet eyes*;

Alice Brady—*brown eyes that give a ruby effect*;

Pauline Frederick—*tiger eyes*;

Jacqueline Logan—*eyes of azure blue*;

May McAvoy—*deep blue eyes, the color of the sea*.

## A Sure Sign of Summer

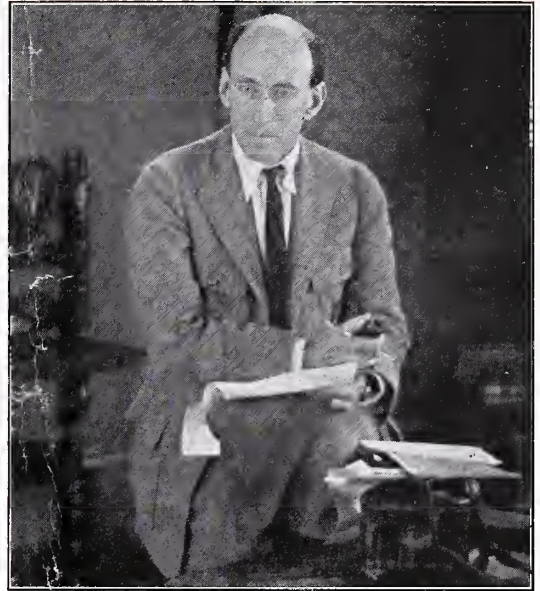


Jacqueline Logan

How do you like Jacqueline Logan in her new bathing suit? Isn't she charming? We'll say she is. She enhances the beauty of the bathing suit.

Miss Logan is one of the important Paramount actresses and supports Walter Hiers in "Mr. Billings Spends His Dime" and "Sixty Cents An Hour."

## W. C. D.



This is the latest photo that we have received of Mr. William C. de Mille,—it certainly is a good one.

It depicts Mr. de Mille in that thoughtful mood that you so often find him, and as a further characteristic is shown with his famous pipe.

## Shirk's Studio Gossip

(Continued from page 12)

Bluebeard's castle and the forbidden room of the legend are seen in a vision for "Bluebeard's Eighth Wife," starring Gloria Swanson in a Sam Wood production, adapted by Sada Cowan from Charlton Andrews' adaptation of Alfred Savoir's play. Wonderful setting and all of the previous wives in effigy hung by the hair of their respective heads. Huntly Gordon and Miss Swanson in remarkable costumes and the whole thing like a breath from the fairy lore of our youth. Just an interlude in a modern society picture.

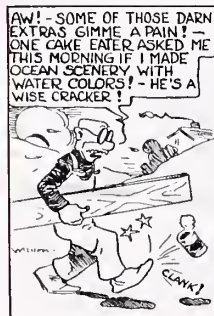
James Cruze back—shooting more stars and others for "Hollywood"—Thomas Geraghty's adaptation of Frank Condon's story. Among others—Jacqueline Logan, Leatrice Joy, T. Roy Barnes, Seigrid Holmquist, etc. He'll have everybody in the world in it before he stops—and the man who made the unforgettable "The Covered Wagon" will get what he goes after for a picture—hasn't he proved it? I'll say so!

Further deponent sayeth not. Selah!

# ARE You GOING OVER YOUR QUOTA?

Your Answer Is Based On  
*EFFORT*

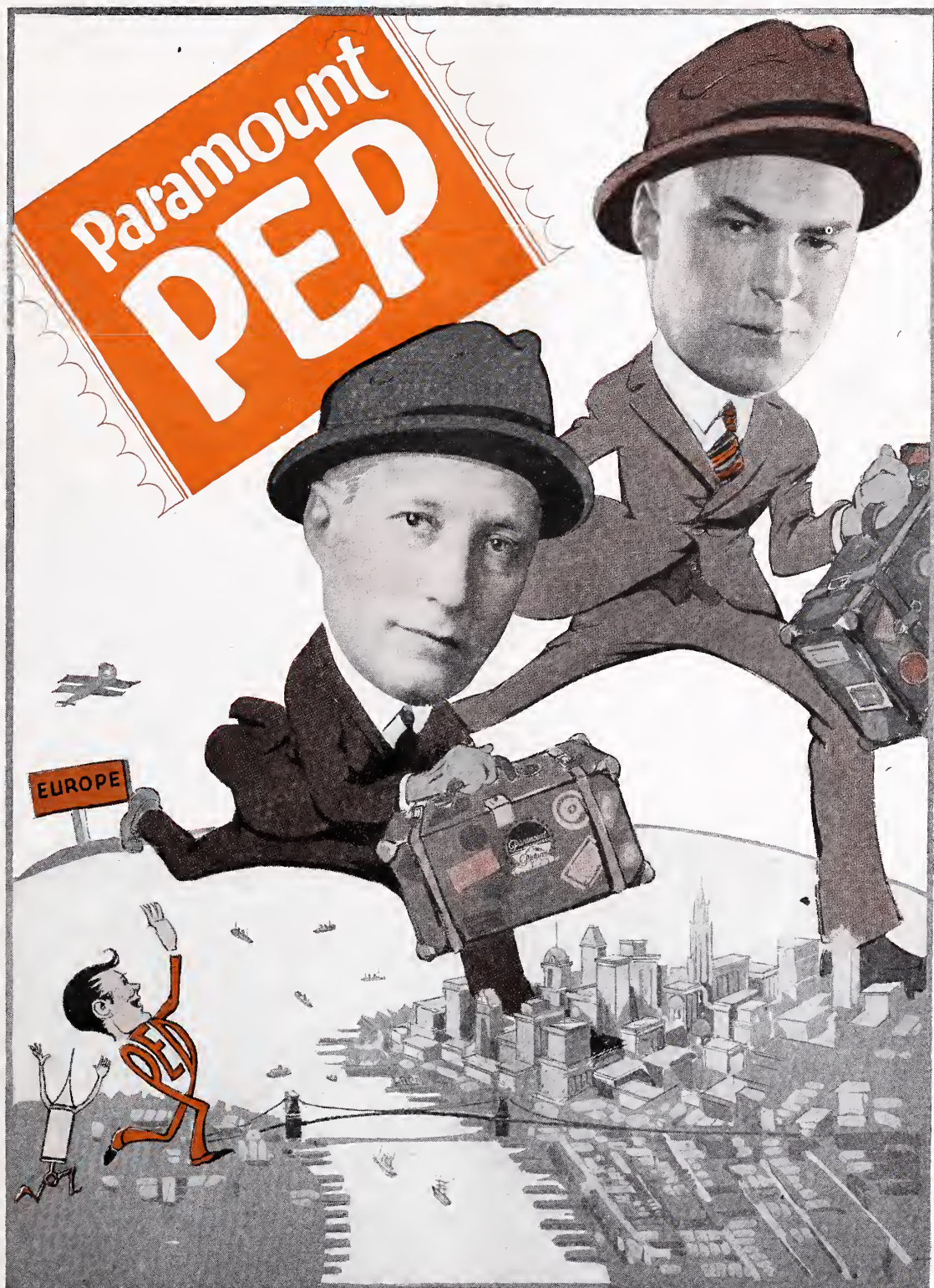
## PROPS



## CALL FOR MR. COUE!







Welcome! We Are Surely Glad To See You Back



## It's the Big Personal Effort

**Let This Be Your Slogan—"Nothing Less Than Quota." Now Is the Time to Prove That Each One Is a Paramount Fighter**

**By H. G. Ballance—Divisional Sales Mgr.**

We are in the midst of one of the most strenuous drives that we ever had to make since the inception of the Famous Players-Lasky Corporation.

During February and March, we lost considerable time that was rightfully ours, for many reasons with which we are all more or less familiar, but there is no use lamenting over this, as that time is irretrievably lost, and we must set the machinery in order to recover this lost revenue.

The film business is essentially a time business, and when we once lose a definite amount of time from an exhibitor's date book which rightfully belongs to us, we can get this back only by the most strenuous efforts on the part of everyone in the organization.

We are releasing in April and May, productions which are the best we have ever released since this corporation was organized. "BELLA DONNA," "GRUMPY," "PRODIGAL DAUGHTERS," "YOU CAN'T FOOL YOUR WIFE," "RUSTLE OF SILK," "NE'ER-DO-WELL," and "HOLLYWOOD" are the best money-getters that any distributing concern could ever release, and I feel that you can't help but agree with us that when pictures have the merit that these have, we are not demanding too much when we ask that you build up the months of May and June solid.

If you put this before the exhibitor in the right way, giving it the proper PERSONAL TOUCH, the result will be satisfactory, and we will make up the lost time and money. This is not going to be accomplished by WISHING you would make up this ground. The only way it can be done is by getting out into the field and putting the proposition before the exhibitor as a PERSONAL ONE. Just a little INDIVIDUAL PERSONAL EFFORT, a little PERSONAL TALK with every account, telling them just WHY we must get this business, WHY we must get this solid time for May and June, WHY we must make up this lost ground, WHY we must make up the deficit we sustained during February and March will bring about the desired results. It must be made a direct INDIVIDUAL PERSONAL EFFORT, and if each salesman will put forth his best effort, I know we will be able to put this drive over.

Carefully go over the amount you are short and see exactly how much money you have got to get to overcome this shortage. Most of the offices have already promised and pledged that they will make up the definite amount which they are behind, and with this spirit on the part of the managers, I know that before the first of June is here, these offices will be up to the mark which they originally promised us when we gave them their quotas.

The managers said these quotas were fair when they were established, and now is the time to prove that you are "Paramount Fighters."

This is the time to show that we are PARAMOUNT, that we have the PARAMOUNT SPIRIT, and that we are an organization of real PARAMOUNT FIGHTERS. Each Branch Manager should deeply feel this obligation and make his motto for the next two months—IT SHALL BE DONE.

We have made the call and I know you will give the answer and let the slogan be for your office—NOTHING LESS THAN QUOTA.

H. G. BALLANCE,  
Sales Manager, Division No. 1.

### On Their Home Journey



Although at the present writing Messrs. Zukor and Kent have returned to their homeland, we have just received the above photo from London, taken in front of our Paramount house, on the last leg of their journey.

In the photo from left to right they are: I. Blumenthal, Adolph Zukor, S. R. Kent and J. C. Graham.

### "The Covered Wagon" to Open in Chicago April 22, at Woods Theatre

James Cruze's production, "The Covered Wagon," which is proving such a sensational success in its premiere engagement at the New York Criterion, will open in Chicago, April 22, at the Woods Theatre. John C. Flinn is in Chicago this week making the preliminary arrangements for the presentation.



## Manager's Week in May

By Jack Hellman

The week of May 20th has been set aside as "Manager's Week" by the directing heads of Famous Players-Lasky Corporation Exchanges in Minneapolis, District No. 11. This announcement followed a meeting here last Sunday at which Mr. Phil Reisman, District Manager, presided.

Co-operation by every department was pledged in the drive for increased business, and to the office making the best showing will be awarded a silver loving cup for permanent possession.

The meeting was attended by the following Exchange Managers and Bookers: Minneapolis—Frederic Strief, Manager, and C. H. McClintic, Booker; Omaha—Roger D. Thomson, Manager, and G. W. Jastram, Booker; Des Moines—A. W. Nicolls, Manager, and W. E. Barker, Booker; Sioux Falls—A. B. Leak, Manager, and Al Anderson, Booker. George Margetts, Manager of the Winnipeg Exchange, was in town on business and also attended the conclave.

In addition to inaugurating "Manager's Week," many new innovations and departures, looking to improved service, were discussed. The object of "Manager's Week," as explained by Mr. Reisman, embodies more of a testimonial of sentiment than a trade stimulant, although it is hoped that due consideration will be accorded both by the exhibitors.

At the meeting the following day, the feasibility of a new plan whereby it is hoped to reduce the number of prints allotted to each exchange and incidentally effect a great saving was considered at length and given instant approval.

The previous arrangement of Mr. Leak in "red lettering" the seven days ensuing April 29th as "Manager's Week" in the Sioux Falls territory will not be affected by the dates adopted at the meeting here.

## Assistant to Winship



Above is Mr. M. Diaz Vivanco, Assistant to William C. Winship, Manager of our Mexico City Office.

We are always glad to introduce to the readers of PEP the boys who serve in our Foreign Offices, and it is likewise with great pleasure we introduce Mr. Vivanco.

## The Big Boss



The gentleman above is none other than Eugene Adolph Zukor, son of Mr. and Mrs. Eugene J. Zukor.

This smiling little tot celebrates his first birthday April 14th.

Such as you see him here, such as he is—a smiling, good-natured little fellow with plenty of pep and a pair of good fists to give his dad a work-out every morning before he goes to the office.

Eugene Adolph already possesses a pair of boxing mitts and swings a mean right.

Our hearty congratulations to the little fellow on his first birthday.

## Cincinnati Chatter

By Mannie Naegel

We wish to welcome our new Exploitation Representative, Mr. Ralph Thayer, who was formerly connected with the Rialto Theatre, New Haven, Conn. We don't know much about Mr. Thayer's past, but we do know that his future looks mighty bright.

When George Yule, Salesman, Zone 4, was out driving in his new Buick, Sunday, he saw Gus Heineke, Head Shipper, near a pond, going thru some motions, which looked to George like he was doing his calisthenics to reduce. However, when George made inquiry, Gus promptly replied "he was chasing bullfrogs so that he could gather up the hops to make home brew."

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 APRIL 11, 1923 No. 40

## Paramount Office Commandments

1st. Thou shalt not wait for something to turn up, but thou shalt pull off thy coat and go to work, that thou mayst prosper in thine affairs and make the word "failure" spell "success."

2nd. Thou shalt not be content to go about thy business careless in dress, for thou shouldst know that thy personal appearance is better than a letter of recommendation.

3rd. Thou shalt not wait to be told what thou shalt do, nor in what manner thou shalt do it, for thus may thy days belong in the job which fortune hath given thee.

4th. Thou shalt not fail to maintain thine own integrity, nor shalt thou be guilty of anything that will lessen thine own respect for thyself.

5th. Thou shalt not covet the other fellow's job, nor the position he hath gained by his own hard labor.

6th. Thou shalt not fail to live within thine income, nor shalt thou contract any debts which thou canst not see thy way clear to pay.

7th. Thou shalt not be afraid to blow thine own horn, for he who faileth to blow his own horn at the proper occasion findeth nobody standing ready to blow it for him.

8th. Thou shalt not hesitate to say "no," when thou meanest "no": thou shalt not fail to remember that there are times when it is unsafe to bind thyself by a hasty judgment.

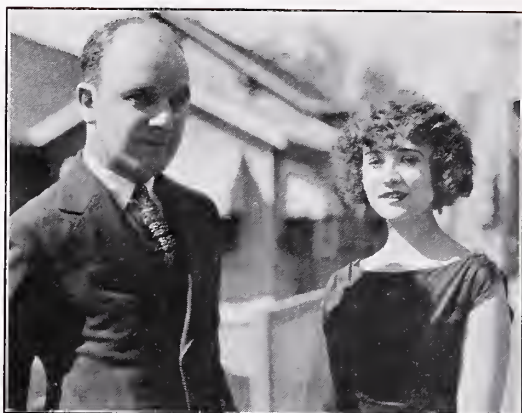
9th. Thou shalt give every man a square deal, this is the greatest commandment, and there is no other like unto it. Upon this commandment hang all the law and profits of the business world.

10th Commandment. Thou shalt bear in mind that this is a "Paramount Picture" and a masterpiece of Cecil B. De Mille.

'nth Commandment. Thou shalt not forget that this is also a "Paramount Picture," directed by Frank Borzage.

NOTE—The above was taken from Gregg Writer and submitted by A. M. Weinberger at the suggestion of Viola DeBear, both of our New York Exchange.

## Betty Gets a Friend



Betty Compson and Jack Partington, the latter Managing Director of the Grenada, Imperial, California and Partola Theatres in San Francisco, were caught by PEP'S cameraman on our West Coast Studio lot recently while engaged in conversation.

We remember Mr. Partington's last visit to New York and he can take his place in the ranks of regular fellows.

## BIG PUSH FOR APRIL AND MAY

### "Blood and Sand" Scores in Japan

Cables from Tokyo received by E. E. Shauer, director of our foreign department report the sensational success scored by "Blood and Sand," which has broken Japanese box office records by a wide margin at all of our first run houses. Theatres in Tokyo, Yokohama, Osaka, Kobe and other large cities were swamped with demands for seats and the bookings being received from other theatres are of a record-breaking nature. The Paramount special was shown for the first time at a pre-release showing at the Hotel Imperial auditorium in Tokyo to a selected audience of Japanese and foreigners on Feb. 24th, and received the greatest volume of favorable criticism ever given a motion picture in Tokyo.

Reports from all parts of the world received by Mr. Shauer indicate that "Blood and Sand" will more than duplicate the long series of records established in the leading capitals. In Sydney the picture has just completed a seven-weeks' run at the Globe Theatre, to tremendous crowds and will be shown for another three weeks in leading downtown theatres. Managing Director John W. Hicks, Jr., reported that the picture could have been continued at the Globe to capacity business indefinitely, but prior booking contracts made it necessary for the picture to be moved elsewhere.



# Welcome Home Messrs. Zukor and Kent

## "On a Business Basis"

By Jad

Many exhibitors who formerly have been in other lines of business have asked from time to time and still do ask when the moving picture "game" is going to get on a business basis. Let us answer them. Let us tell them that our organization has already accomplished that very result.

Months ahead of the season most business concerns of National magnitude have their salesmen out selling their product even before it is manufactured.

Our organization offers to exhibitors a six months' product before the first picture is released. It is significant to note here, however, that we do not sell, entirely, a "cat in the bag." Many of our productions are made and "samples" shown far in advance of delivery.

Mercantile organizations establish delivery dates. We establish actual release dates six months in advance for our product.

Similarly to National mercantile organizations, we create a demand for our product by a National advertising campaign of unusual scope.

These leading mercantile organizations among the National advertisers such as clothing manufacturers, makers of automobiles, ladies' wear, paint and varnish manufacturers, etc., furnish syndicated advertising matter to further sale of their products and exploit their trade marks.

Likewise, we supply, practically at cost, advertising material second to none that forms a valuable tie-up with our own stupendous advertising campaign.

Unlike these National mercantile organizations with trade marked articles which fix the retail price of their merchandise, the retail price of our product must ever remain a matter of environment and local conditions. This allows even greater latitude to our retailers or exhibitors.

However, the sale price of our product has been even more standardized than that of other merchandise which rises or falls according to supply and demand, foreign exchange and other influences.

Our sale prices are based on the concrete and proved ability of our customers to pay and show themselves a fair profit. Of course we must always reserve the right to make De Luxe merchandise which of necessity demands a higher price both to our customers and to ourselves. Any other policy would be destructive.

Manufacturers of National importance produce salable product determined by their merchandise departments based on public demand.

Surely nothing ever was done by our or any other organization more calculated to duplicate this result than when we subordinated our production to the needs of our sales department.

Space does not permit, but many more relative comparisons could be cited to prove that so far as our organization is concerned our industry is truly "On a Business Basis."

### Director and Star a la Scandinavia



That's me, says Tom Meighan as he points to his likeness on a Swedish poster advertising "Our Leading Citizen," which is hanging in the office of E. E. Shauer, Director of our Foreign Department.

Al Green, Tom's Director, and the one responsible for many of his successes, finds his name also on this unique poster.

A Little More  
EFFORT!



CAN YOU DO IT  
with Effort and  
Personal Pride?



## Personal Drives and Personal Pride

Last week we told you that there was more accessories business in the air.

In the great **PERSONAL DRIVE** for business which Messrs. Ballance, Weeks and Clark are sponsoring, there is a great deal of **PERSONAL PRIDE** involved.

If there is more business to be got it should be a matter of **PERSONAL PRIDE** for us to go out and get it.

**PERSONAL PRIDE** means taking off your coat, rolling up your sleeves, and giving every account **PERSONAL SUPERVISION**.

**PERSONAL SUPERVISION** means a great deal of **PERSONAL EFFORT**.

And **PERSONAL EFFORT** is the stuff that brings in results.

To me every one-sheet, every mat, every slide has personality. It has a potential, forceful driving power which helps to tell the world what **PARAMOUNT PICTURES** mean. If we take pride in Paramount Pictures we should take pride in the accomplishments of Paramount Pictures. Pin yourself personally to your Paramount obligations.

**SELL MORE ACCESSORIES AND THE PICTURES WILL SELL THEMSELVES.**

MEL A. SHAUER.

### Helms Takes the Helm

Congratulations are now in order for M. J. Helms, of our Dallas Exchange, who has taken over the reigns as Accessories Manager for the Texas territory.

M. J. is a real Texan and we are sure he will throw a mean lariat roping in big accessories sales.

### Velde in Peoria

Mr. Donald Velde has been appointed Accessories Manager at Peoria Exchange to succeed J. Griffin, resigned.

Mr. Velde has been assistant in that Department and is preparing to go.

Here's congrats!

## Caldwell Uses Them This Way



W. W. Caldwell, our Oklahoma City Accessories Manager, has more ways than one of demonstrating the use of insert frames and cards.

On the left shows the front view of three lobby frames fastened together with hinges in the back so that it folds. In this way it facilitates transportation and easy handling.

In the centre is another idea in the use of frames, that of three frames made into one.

The third photo on the right shows the rear

view of the middle section of frames, all fastened together as one.

The beauty of this arrangement is that the cost of the frame does not exceed \$4.50 and takes only about thirty minutes to construct.

In using three frames this way, the exhibitor can use the two outside frames for coming productions and the centre one for the one now playing. He can also use them either in the lobby or out on the sidewalk.



## Accessories Managers

THIS IS WHERE YOU STOOD FOR WEEK  
ENDING APRIL 7TH

(Based on percentage of accessories quota  
delivered)

1. PEORIA
  2. SIOUX FALLS
  3. WILKES-BARRE
  4. WASHINGTON
  5. NEW ORLEANS
  6. KANSAS CITY
  7. CHICAGO
  8. ATLANTA
  9. BOSTON
  10. MINNEAPOLIS
  11. MILWAUKEE
  12. BUFFALO
  13. LOS ANGELES
  14. SALT LAKE
  15. DENVER
- 
16. INDIANAPOLIS
  17. NEW HAVEN
  18. PITTSBURGH
  19. CHARLOTTE
  20. COLUMBUS
  21. PHILADELPHIA
  22. DALLAS
  23. OKLAHOMA CITY
  24. OMAHA
  25. DETROIT
  26. MAINE
  27. SEATTLE
  28. ALBANY
  29. DES MOINES
  30. SAN FRANCISCO
  31. CLEVELAND
  32. JERSEY
  33. CINCINNATI
  34. ST. LOUIS
  35. NEW YORK
  36. PORTLAND (Report not in)

### DIVISION PERCENTAGES

SOUTHERN .....	.95
DIVISION NO. 2 .....	.93
DIVISION NO. 1 .....	.92
DIVISION NO. 3 .....	.90

## He Told Her

Tom—What makes you think she doesn't like you?

Vic—She told me she thought there was a fool in every family.

Well, what of that?

I'd just gotten through a moment before telling her that I was an only child.

## A Word For Father

(Little boy praying) "Dear God," prayed little golden-haired Willie, "please watch over my mamma." He added as an after thought, "and I dunno as it would do any harm to keep an eye on the old man, too."

## If It's a Paramount Picture, It's the Best Show in Town

If on pleasure you are bent, and in need of diversion,

Just glance thru a paper, for then you won't guess

In theatrical notes where the Movies are quoted  
Take "Adam's Rib," De Mille's latest and best.  
Then there's "Jack Holt" so manly, whose fame is well known,

Coming straight to the front, goodness knows he's not tarried,

Whom the girls think enchanting, so handsome and clever,

And a word to the wise, "Too bad, but he's married."

Apollo "Tom Meighan" with praise all can tell,  
He's in the new "Thirty-nine" and "The Ne'er-Do-Well."

There are scores of these artists, all classy and clever

Who have tied to their talents both wealth and renown,

Who will loyally thank you for telling at greet-  
ing

"IF IT'S A PARAMOUNT PICTURE, IT'S  
THE BEST SHOW IN TOWN."

So we feast on the manna, the delectable morsel  
That art has supplied us in this intellectual strife,

And we thrill at the zest, at the pep and the action

In Swanson's great picture, "Bluebeard's Eighth Wife."

"Fog Bound" is a picture of Dorothy Dalton,  
Now I pray that the fog will nothing efface,  
For no crime could be worse, I could shoot the director,

Who would try with a fog to hide Dorothy's face.

There are scores of these artists, all classy and clever,

Who have tied to their talents both wealth and renown,

Who will loyally thank you for telling at greet-  
ing,

IF IT'S A PARAMOUNT PICTURE, IT'S  
THE BEST SHOW IN TOWN."

I have viewed in contentment, retrospective at times,

The Paramount's growth, it's inception, it's fame,

The bright shining lights that illumine the path-  
way,

Pola Negri, Swanson, Ayres and great names.  
These are but a few of the planets that lighten,

That shed their bright glory on Paramount's fame,

There are many less luminous, the clever and talented,

Who have reached their success, in art, wealth and fame.

There are scores of these artists, all classy and clever,

Who have tied to their talents both wealth and renown,

Who will loyally thank you for telling at greet-  
ing,

"IF IT'S A PARAMOUNT PICTURE, IT'S  
THE BEST SHOW IN TOWN."

HARRY SWIFT,  
Exploiteer—Cincinnati Exchange.

# In the Foreign Field



## A Popular Stunt



When the French fleet visited Sydney, Australia, Albert Deane, Publicity Manager got busy and fifty sailors were invited to see "Blood and Sand" at the Globe Theatre.

They formed up a procession and were headed by the car that you see in the above photo.

The stunt went off in fine style to say nothing of the enjoyment the sailors got out of it.

## Paramount on Top in Brazil

### Male and Female Stars Head the List and Our Trade Mark Swamps All

Paramount continues its leadership in Brazil by a wide margin, if one may judge from the results of a popularity contest conducted by *Paratodos*, the leading film journal published in Rio de Janeiro. Our productions, artists and trade mark were the leaders in all divisions of the contest, according to advices received by E. E. Shauer, Director of the Foreign Department.

In the division for the most popular actress in 1922, Glorious Gloria Swanson was the leader by a wide margin. Other Paramount actresses up near the top of the list were Agnes Ayres, Bebe Daniels, Mary Miles Minter and Dorothy Dalton. Paramount's superiority was even more strikingly illustrated in the male division, the four highest men being Thomas Meighan, Conrad Nagel, Wallace Reid and Rodolph Valentino, in the order named.

The second most popular production of the year was "The Sheik," with Cecil B. De Mille's "Saturday Night" and "The Great Moment" near the head of the list.

The contest to determine the most popular trade mark in Brazil was even more one-sided, Paramount taking the lead by a vote of almost two to one.

This popularity contest has been conducted annually by *Paratodos* for several years, and Paramount has outdistanced all competitors each year.

## "Experience" Breaks Records in Mexico

### Bamberger Puts Over Big Exploitation Campaign

Record breaking success for the premiere of "Experience" at the Olimpia Theatre in Mexico City is reported in cables received by E. E. Shauer, Director of our Foreign Department. This big picture was shown to crowded houses during Holy Week when theatre business usually is at a low ebb, and received the most flattering praise from critics and the public. One of the most ambitious exploitation campaigns ever conducted in Mexico was launched by Leon J. Bamberger, of our exploitation staff, who used window displays, guessing contests, and newspaper advertising to tell the public about the picture. One of the leading newspapers, in co-operation with the Olimpia, offered prizes to the best stories of experiences from real life submitted by its readers. Hundreds of replies were received and published, and the winners were awarded passes to the Olimpia.

## Exploitation Abroad



Above is a photo that gives every indication of the prominent display and unique exploitation carried on by forces in Australia.

The photo shows a wagon exploiting the Paramount trademark and calls attention to the public that Paramount's foundation is based on stars, stories and service.

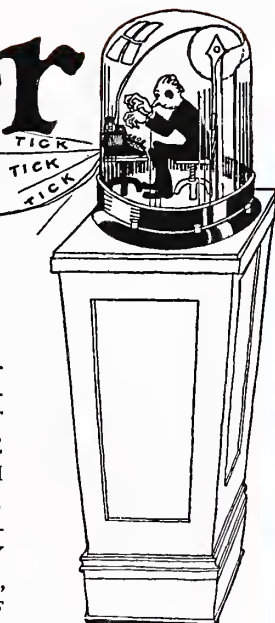
Indeed, in our own country we have yet to see an exhibitor who has bally-hooed the trademark around without tackling some individual production.

We'll tell the world E. E. Shauer's Foreign Department has taken big strides putting over the trademark to the public.

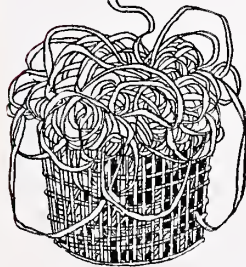
The above bally-hoo was put over by the Grand Theatre in Perth, on Theatre Day.



# Pep's Ticker



ADOLPH ZUKOR AND S. R. KENT ARRIVED FRIDAY MORNING ON THE MAURETANIA FROM ABROAD . . . TUG BOAT WITH LARGE DELEGATION FROM HOME OFFICE AND MANY FRIENDS MET THEM DOWN THE BAY . . . G . . . F . . . D . . . LACEY JOHNSON GONE TO JACKSONVILLE, FLORIDA . . . C. E. MCCARTHY AND YE EDITOR OFF TO WASHINGTON, D. C., TO GIVE PRIVATE SHOWING OF "COVERED WAGON" IN THE WHITE HOUSE FOR PRESIDENT AND MRS. HARDING AND ONE HUNDRED DISTINGUISHED GUESTS . . . B . . . O . . . H . . . "COVERED WAGON" TO OPEN IN CHICAGO APRIL 22ND . . . THIS MAMMOTH PRODUCTION SCORED MARVELOUS SUCCESS OPENING AT GRAUMAN'S HOLLYWOOD THEATRE . . . JOHN FLINN IN CHICAGO THIS WEEK ARRANGING FOR "COVERED WAGON" OPENING . . . CONGRATULATIONS TO EUGENE ADOLPH ZUKOR ON HIS FIRST BIRTHDAY, APRIL 14TH . . . C . . . N . . . J . . . LILA LEE DROPPED IN THE OFFICE YESTERDAY TO SAY HELLO . . . WE ARE ALWAYS GLAD TO SEE THIS YOUNG LADY AND HOPE SHE MAKES HER VISITS MORE FREQUENT . . . HAROLD FRANKLIN ARRANGED PRIVATE SHOWING OF "COVERED WAGON" FOR GOVERNOR SMITH . . . D . . . E . . . T . . . EVERYBODY GIVING A LAST SPURT ON THEIR NEW YORK STATE INCOME TAX . . . READ ARTICLE BY HARRY BALLANCE IN THIS ISSUE . . . AL GREEN WILL DIRECT NEXT TOMMY MEIGHAN PICTURE AFTER THE FORMER'S RETURN FROM THE COAST WHERE HE IS NOW ENGAGED MAKING ANOTHER . . . ADOLPH ZUKOR WILL HAVE THE PLEASURE OF SEEING "THE COVERED WAGON" THIS WEEK . . . WE'LL SAY HE HAS A TREAT IN STORE . . . R. W. SAUNDERS RETURNED FROM MIDDLE WESTERN TRIP . . . HE STARTED OUT TO DO THREE THINGS—FIRST LOOKED FAIR, THE SECOND RATHER DUBIOUS, THE THIRD HOPELESS—HE DID THEM ALL . . . ANOTHER RESULT ACCOMPLISHED BY THE "I WILL" SPIRIT . . . KEEP DRIVING—KEEP DRIVING—KEEP PLUGGING—PUT YOUR OFFICE OVER THE QUOTA LINE . . . MORE NEWS NEXT WEEK.



# Short-Cuts Are Great Things—

## Call of the North

VIA MINNEAPOLIS

Per Hellman

'ows this for enthusiasm, maties?

Last week a meeting was called by Phil Reisman at which time Manager's Week was set aside.

The following day was Easter Sunday. The day previous it was decided to call in the Bookers.

Mr. Reisman: "When shall we meet with them?"

Mr. Strief: "How 'bout tomorrow?"

Chorus: "Suits us fine."

—and they came from Omaha, Des Moines and Sioux Falls.

At the prescribed hour, 10 a. m. Easter morn, noses were counted and nary an absentee.

Tie it if you can.

## NOMINATED FOR THE PEST HOUSE

A guy I hate

Is Joseph Beahan,

Who sets us wild

'Bout Tommy Meighan.

The boys will whoop 'er for Fred Strief the week of May 20th. We don't know who we'd rather do it for.

George Margetts, the pompadoured Paramounteer from Winnipeg, dropped in last week. A go-getter, that boy, they tell us. Looks the part, too.

George Schneider, than whom there is none who throws a more wicked line of sales chatter, is back after a protracted siege in the wilds. Contracts bulging from every pocket were observed.

Joe Fieldman might get all peeved because his name isn't mentioned this week but we're not to work ourselves into a fret over it.

A dame we hate is

Sweet young Mary,

Who always chirps,

"Ain't that the berries."

Opening up three towns by a personal appeal to the American Legion is the feat accomplished by one Mr. Lovelett of our Sales Force.



**MR. PEP SAYS:**

**TALKING—WASTES TIME.**

**DOING—SAVES TIME.**

## Montreal Mutterings

By R. E. R.

Mr. Oscar Morgan visited this office last week. Mr. Morgan accompanied Mr. N. L. Nathanson on his return to Toronto.

Mr. Glen Kerr, formerly from St. John office, passed thru his home town here on his way to the West. We can assure you that Winnipeg will find Mr. Kerr an asset to their office.

Mr. T. Dowbiggin returned from his expedition to the "Frozen North." He tells us that the "SNOW BRIDE" Company can still retake any scenes they wish, as the winter is in its midst around Chicoutimi and Temiskaming. Tommy tells us that he froze his toes in bed! He even brought back some icicles in his pocket. Yes, and we had to thaw out his contracts.

Just screened "BELLA DONNA." Superb production!

Miss Joyal, Contract Department, just returned from a trip home in the Eastern Townships, for Easter, where she found everything in perfect shape.

Mr. Smith, our Exploiteer, was up here, clearing the road for "THE COVERED WAGON."

## Mike Landow Tells One

As a wise cracker, Mike Landow is at the top of the list and he hands this one for the readers of PEP:

"Two Hebrew gentlemen sauntered into the Ritz-Carlton Hotel in New York ostensibly to dine. As soon as they were seated the waiter appeared ready to take their order.

"What is your pleasure, gentlemen?" he asked.

One of the two guests scanned the menu and nonchalantly announced: "Boiled beef mit petatus."

His friend objected with this remark: "Don't order that. Ask for something fancy. Remember you're in the Ritz-Carlton," and proceeded to offer suggestions. The waiter to give them a little more time to decide, passed on to the next table where two Englishmen were seated.

"What is your pleasure, gentlemen?" he piped.

One Englishman turned to the other and queried: "I say, old top, 'ow 'bout it? Will you split a lobster with me, old dear, eh?" And his friend concurred.

The waiter returned to the first table and politely asked: "Gentlemen, have you decided?"

The gentleman whose order of boiled beef was objected to, sat up and with his thumbs deposited under his vest, at the sleeve, nonchalantly proclaimed in a loud tone: "I'll tell you, Jake, I'm not so hungry but what do you say, would you tear a herring mit me?"



# When You Don't Become Lost In The Woods

## Chicago Dingbats

By Bill Danziger

Clutching copious stenographic pads in a quintet of digits, Catherine Epstein, formerly of the Exchange Service Department of the Home Office, became an official worker of the Chicago peptofactory recently.

Otto Bolle, City Sales Supervisor, and Herb Hayman, City Salesman, made a flying trip to fourteen outlying Chicago theatres in one night last week to corral some obstinate business. Ketchum? You betchum!

"Don't buy me posies when it's shoesies that I need." Exchange buddies united in digging up a purse for Bill Danziger when that unworthy dipped into the matrimonial sea. What discretion and discernment—and that's not sarcasm, either! Danke schoen!

Harry O'Brien, City Salesman, won the amateur pocket billiard championship in a tournament at Foley's. O'B's runs, reduced to numerals, looked like the earnings of Famous Players since 1917.

Finis!

## Des Moines Dashes

By John Kennebeck

Through the sales ability of Jack Curry, Accessories Manager, "ADAM'S RIB" roto sections to the tune of 15,000 attracted the attention of readers of the Des Moines Capital last Sunday. That's news, we'll say.

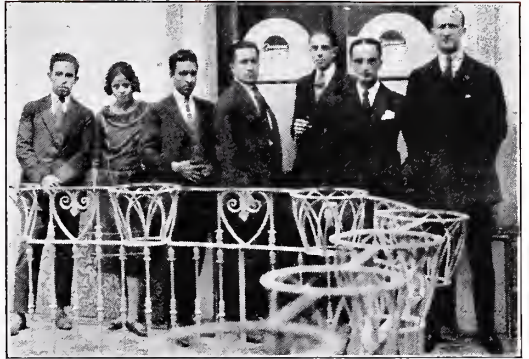
Despite a second heavy blizzard that spread over Iowa like Spark Plug over the Kentucky Derby, all of Branch Manager A. W. Nicolls' intrepid sales go-getters made their territories. In the spirit of D'Artagnan, they were "one for all and all for one," with Paramount contracts their objective.

Ernest Frase, Shipper in the Accessories Department, is still confined to his home with illness. Wesley Reynolds is ably working Mr. Frase's shift.

"Watch our dust next month—then measure the space we left behind," said "Brother Low Down" Barker, Head Booker under Mr. Nicolls. "We jes' ain't sayin' a thing—but keep your glimmers glued dead ahead."

And from the looks of things, there's going to be something big take place in the Des Moines territory.

## Mexico City Office Staff



Above is a photo of seven members of our Mexico City office staff, and reading from left to right they are: Juan Verges, Inspector; Aurora Gonzales, Stenographer; J. Antonio Avila, Inspector; Pedro J. Garcia, Chief Inspector; Luis Rincon Gallardo, Accessories Department; M. Diaz Vivinco, Assistant to Manager; and Wm. C. Winship, Manager.

What a  
G-R-A-N-D  
and  
Glorious  
Feeling  
When  
You've  
Eclipsed  
Your  
Quota



## Funny Things That Happen at the Studio

By Shirk

Special to PEP

Ann Cornwall, who plays a rôle in William de Mille's "Only Thirty-eight," was being joshed the other day because everything she wore in the way of ornaments, her dress, hat, etc., all matched the jade pendant hanging about her slender throat.

"That's not all," she smiled, pointing to her diminutive Scotch terrier, whose name is "Whusky." "Look at his collar."

The collar was also jade green.

A colored boy working at the studio dashed up to the doorkeeper:

"Mr. Lewis," he gasped, his eyes bulging, "sumfin terrible must of happen jes now! I seen seven wimmen hangin' on one of the sets by the hair of their haid!"

What he saw were the dummies, very life-like, of Bluebeard's wives in the vision scene of "Bluebeard's Eighth Wife," starring Gloria Swanson and produced by Sam Wood.

Lois Wilson, leading woman of the James Cruze production, "The Covered Wagon," and now playing a featured rôle in "Only Thirty-eight," William de Mille's production, came from her dressing room the other morning looking uncomfortable in a pretty fuschia colored afternoon frock.

"What's wrong?" asked Elliott Dexter, also featured in the picture.

"This dress seems all wrong. I can't find out what is the matter."

Elliott, recently wed, and an authority on such matters, looked Lois over critically. Finally he smiled and said:

"You've got it on wrong side before, I think."

An experiment determined this to be a fact.

"I don't see how I'll ever quiet down again?" observed Betty Compson, after an exciting scene in "The Woman With Four Faces," produced by Herbert Brenon, in which she stars and Richard Dix is featured. "This picture is just one thrill after another and I'm always creeping up on someone or stealing along a narrow corridor with a flashlight and a mask over my face. But I love it!"

Leatrice Joy has to do some cooking in "The Silent Partner," a Charles Maigne production

(Continued on page 15)

### "The Exciters" Company Back from Florida

Bebe Daniels, Antonio Moreno and a company of players including Burr McIntosh, Diana Allen, Cyril Ring, Herbert Grimwood, Ida Darling, Jane Thomas, Allan Simpson, and George Backus have returned from a five weeks' stay in Miami, Florida, where exterior scenes for "The Exciters" were filmed. The interior scenes for the picture will be made at our Long Island Studio. Maurice Campbell is directing the picture and George Webber is the cameraman.

*The Exciters*

### From the West Coast



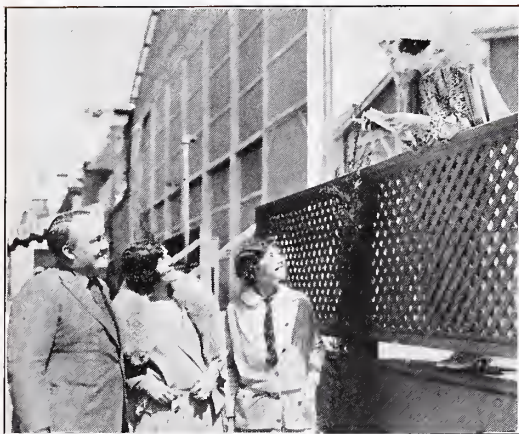
Fred Harris

When it comes to looking after the problem of location for the many companies at work at our West Coast Studio, the lot falls to Fred Harris.

Mr. Harris is Director of Location at our West Coast Studio.



## Double Congratulations



Gloria Swanson stopped the above trio one noon at the West Coast and had double cause for congratulations.

First she congratulated Walter Hiers on his newly acquired bride, familiarly known to all as "Peaches," and his new leading lady, Constance Wilson, sister to Lois Wilson.

## All Aboard



Agnes Ayres is here shown bidding Mary Astor good-bye at the Hollywood station in Long Island.

No, this is not a typographical error at all, because in Jas. Cruze's production, "Hollywood," a huge set representing the Hollywood station was necessary and was built in our Long Island Studio for the scene.

Even when you walked thru the set you unconsciously looked in your pocket to see if you had your ticket and it was not until you saw a movie camera or two that you realized it was make-believe.

## Watch Out



Bob Kane, Assistant to Mr. Lasky, on one of his weekly visits to the Long Island Studio, encountered Allan Dwan on his huge King Tut set used in "Lawful Larceny."

Director Dwan seemed deeply interested in the trinkets at the end of R. T.'s watch chain and proceeded to call his attention to an item of interest happening at the other end of the stage. However, someone said to "watch out," to which Dwan replied: "So it is," and placed the watch chain and everything back.

Mr. Kane accompanied Mr. Dwan over the huge set and pronounced it the last word in interior studio sets.

## Eileen Percy to Be Featured in "Children of Jazz"

Eileen Percy, well-known film star, has been signed to appear in a featured rôle in "Children of Jazz," a Jerome Storm production, for us.

Miss Percy has been a member of the film colony in Hollywood for several years. During that time she served a contract with the William Fox Studios, where she was starred. Later she free-lanced, appearing in several big productions. Previous to the contract she has just signed with us, she appeared in a special production at Universal.

"Children of Jazz" was started Monday, March 26. Theodore Kosloff, Ricardo Cortez and Robert Cain are also featured with Miss Percy. Beulah Marie Dix adapted the screen story from the play by Harold Brighouse.

## The De Mille Family



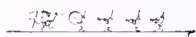
This is the first photograph PEP has had the honor of receiving of the family of Cecil B. De Mille.

Mr. De Mille is shown asking his young adopted son how he liked his sojourn in bed.

It is needless to say, John is glad to be out in the glorious California sunshine, and hastily tells his father so.

From left to right they are: Mrs. De Mille, Cecelia De Mille, age 14; John De Mille, age 9; Katherine Lester De Mille, age 11; and Cecil B. De Mille.

The photo was taken in the patio of Mr. De Mille's beautiful Hollywood home.



## Charles Ruggles Back in Pictures

Charles Ruggles, a former motion picture actor, who in recent years has been confining himself to stage work, has returned to the screen and is playing the light comedy rôle of Gaspard in "The Heart Raider," which his brother, Wesley Ruggles, is directing with Agnes Ayres in the star rôle. Ruggles' latest stage productions on Broadway were "The Girl in the Limousine," "Ladies' Night," and "The Demi Virgin." Years ago he played in our own and Morosco pictures.



## Jerome Storm to Direct

Jerome Storm, who directed most of Charles Ray's immensely successful pictures for Thomas H. Ince, has been engaged to direct "Children of Jazz" for us. The production will be made at our West Coast Studio, and among those who will have leading rôles are Theodore Kosloff, Estelle Taylor, Eileen Percy, Ricardo Cortez, and Robert Cain.

The Production Department also announces that Leatrice Joy and Owen Moore will appear in a special production directed by Charles Maigne, adapted by Sada M. Cowan from Maximilian Foster's story, "The Silent Partner."

## Constance Wilson to Be Walter Hiers' Leading Woman

Constance Wilson, younger sister of Lois Wilson, has risen to leading woman.

She will play opposite Walter Hiers in "Fair Week," so titled temporarily, a comedy-drama on which shooting started last week. Rob Wagner here also makes his début as director.

Miss Wilson, a vivacious youngster just out of high school, has all the charm of her sister, and shows rare promise for future stardom.

Her experience in pictures has been limited to "The Covered Wagon," where she took a minor part merely for the fun of it. In her rôle as a settler girl of '48, however, she showed a natural capacity for acting which readily won her present opportunity.

In appearance she is a slight, ingenuous type, with a sweet roguish face set off by masses of golden-brown wavy hair. Naturally athletic, her smiling blue eyes carry in them the roving look of the pioneer girl explorer—little wonder she depicted the life so well in "The Covered Wagon."

## Alfred E. Green to Direct Next Production at West Coast

Alfred E. Green, who recently completed "The Ne'er-Do-Well," starring Thomas Meighan, at our Long Island Studio, has returned to the West Coast where he will produce his next picture, the title of which has not yet been announced. Mr. Green will return East after this production and will again resume the directorial duties with Mr. Meighan in an original story by Booth Tarkington.

## Two Good Assistants



On the left we have John Waters, Assistant to Director Sam Wood, who is at present making "Bluebeard's Eighth Wife" and at the right Pete Hungate, Assistant to L. M. Goodstadt, our Casting Director.

Both are regular fellows and A-1 PEP enthusiasts.



## Pays Fine Tribute to James Cruze

One of the founders of the film industry, Edwin Thanhouser, whose company in the early days of the business was noted as among the foremost, was a visitor at our West Coast Studio the other day and renewed his acquaintance with James Cruze, director of "The Covered Wagon."

Cruze was one of his first leading men in the old days and even directed one picture, after which he returned to acting until, a few years ago, he again took up the megaphone, this time for us.

"Cruze was always noted for his resolute character," said Mr. Thanhouser. "I remember that we had a scene in one of our pictures which required that an auto drive through a brick wall. We tried to figure out a way to 'trick' it, but Jim simply said: 'I'll do it.' He did. He drove through the wall—bricks flying right and left. I don't know why he wasn't killed. At another time he broke a bone in his foot in a diving scene and went clear through the sequence without a murmur. We didn't know anything had happened till it was over."

Harris Gordon was another former worker in the Thanhouser studio whom Mr. Thanhouser met while there.

Edwin Thanhouser is now retired and has a handsome home at Oyster Bay, L. I. He and Mrs. Thanhouser are at present on their yearly trip to California for pleasure.

"It does me good to see the old faces," said the one-time film magnate. "I was in the show business for years, you know, and it is always a pleasure to meet old friends once more."



## Camera Registers Indignation

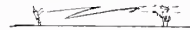


Walter Hiers, star in our productions, has no say-so in the matter now while before the camera. The cameraman, director and boss of the whole works in this case is none other than his charming wife, known as "Peaches."

## West Coast Boys



From left to right they are: Charles de Roche, Frank O'Connor, and Jack Holt. Messrs. de Roche and Holt are supporting Pola Negri in "The Cheat," in which Holt is featured. O'Connor is assistant to Mr. Fitzmaurice.



## Owen Moore and Robert Edeson Are Featured in "The Silent Partner"

Two of our former stars return to the banner of our company in Charles Maigne's production of Maximilian Foster's story, "The Silent Partner," just started at our West Coast Studio. They are Owen Moore and Robert Edeson, and they will be featured with Leatrice Joy, the cast also including Robert Schable, Forrest Robinson, Patterson Dial, William Calvert, Maude Wayne, Bess Flowers and Lura Anson.

Moore's last appearances in our pictures were as co-star with Hazel Dawn, Marguerite Courtot, and Irene Fenwick. This was in 1916 and 1917. He has recently been starred by Selznick.

Robert Edeson was one of the original Lasky Stock Company and was seen back in 1914 as the star of "The Call of the North" and "Where the Trail Divides." He recently scored a big success in William A. Brady's stage production of the so-called insect play of Bohemian origin, "The World We Live In."

The scenario of "The Silent Partner" was written by Sada M. Cowan and Ralph Block is the production editor.

## Funny Things at Studio

(Continued from page 12)

featuring Miss Joy, Owen Moore and Robert Edeson. But this won't trouble her, because she is an excellent culinarian. Being from New Orleans she can prepare the most delicious Southern dishes—u'm-u'm!

"What kind of a week did you have up North?" someone asked Walter Hiers, the irrepressible, on his return from Pleasanton with the company directed by Rob Wagner.

"Oh, 'Fair Week,'" he vociferated.

"That's the name of the picture—unless it is later changed.

# LOOK!

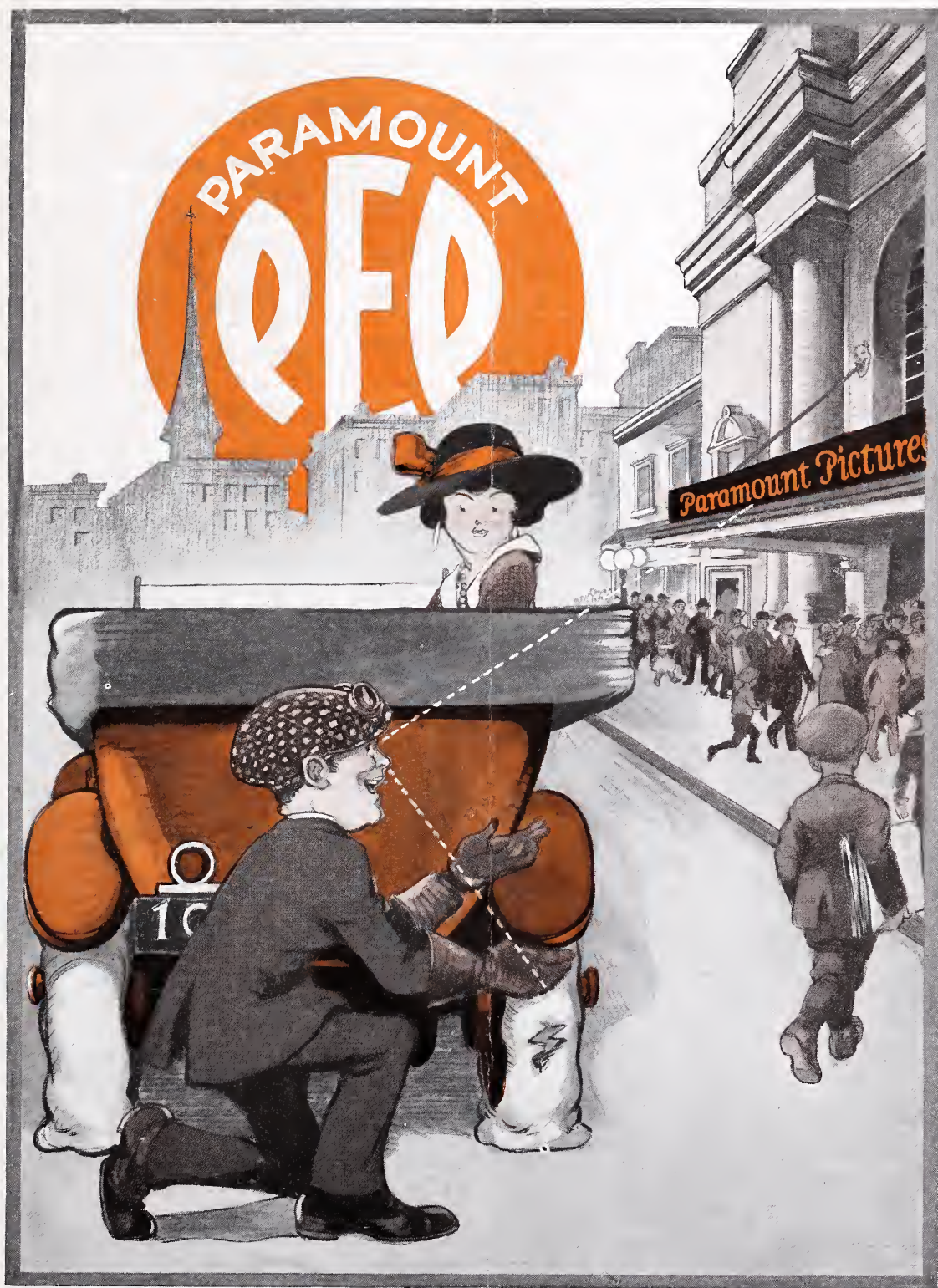
Ours Is a Time Business and Unless Speed, Accuracy and Hard Plugging Are Shown—We Must Face Defeat.

But—Since Defeat is not in a Paramount Dictionary we know the above “Three Speeds Ahead” will bring you over the Quota Line.

*NOTHING LESS THAN QUOTA*

—Pep





Two Blowouts And A Smile — There's A Reason

# Now Is Time to Put Your House in Order

The Best in Product Now and More to Come Prime Factor. Scientific Liquidation Will Guarantee Success

By S. R. Kent



S. R. Kent

I returned from Europe on Friday, after a nine week's absence and believe me I am glad to be home and at my desk again.

If you want to appreciate America—go abroad. If you want to have a greater appreciation of your own Company and the Paramount trade-mark—go abroad. If you want to see the important part that pictures are playing in the shaping of world affairs, and then realize the bigger part they are going to play in the future—go abroad.

It gives one a great thrill of satisfaction to feel that outside of being in a big, growing, commercial industry, you are also connected with a human, pulsating thing that is doing good in every country on the globe and it speaks the only universal language that there is.

It was a wonderful inspiration to me to meet our foreign representatives in England, France, Italy, the Balkans, Germany and the Scandinavian countries and find in these boys the same loyalty, the same enthusiasm for Paramount that we have in our own country. They are indeed a part, and a very vital part, of our great big family and I am glad to have had the privilege of helping to tie these boys even closer into our world wide family of distributors.

It is a great thrill to see these foreign countries for the first time, but it is a greater thrill to see the Statute of Liberty thru the fog as you come scampering back up the channel.

However, nothing on the trip looked quite as good to me as the faces of the boys of the Home Office who met us down the Bay.

We are all busily engaged at the present time in working out some very ambitious plans for next Fall. I have read the various issues of PEP and I want to take this means of sincerely thanking each Branch and District Manager, each booker and salesman, and loyal employee for what they have done to keep our business up while we have been away and in this manner contributing to the great pleasure of our trip.

I want to also thank the loyal members of our sales cabinet: Messrs. Weeks, Ballance, Clark, Frawley, Claud Saunders, Botsford, McCarthy, Mel Shauer, Al Thorn, and all the rest who worked hard night and day that all the news going to us might be of the most pleasant nature and to have no accumulation of problems or business for us on our return. I have never come back to New York after a stay of any length and found my desk so clean, or the current present problems so few. We have problems of course, yes, for the future, but the business was handled during our absence in a highly efficient manner. There were no quarrels and no shortcomings and this has given Mr. Zukor and myself both as great satisfaction as the actual results themselves.

I am glad to know that the boys have started a drive for the months of May and June. I believe that with hard, conscientious work we can practically catch up to our budget figures by the end of May, if all of us put on just a little extra steam.

I am going to try and do my part and contribute my share and I know each one of you will do yours. A little more sales effort—a few more pictures booked—a few more small towns closed—will accomplish the result.

Our April and May product looks the strongest we have had in months. We have screened "BELLA DONNA," "GRUMPY," "PRODIGAL DAUGHTERS," "RUSTLE OF SILK," and they are four great pictures. "THE NE'ER-DO-WELL" is about finished and Tom Meighan told us

(Continued on page 5)

## Get It?



THE COVERED "WAGGIN"



## Storehouse Speed

Most of the boys in the field know something about what kind of service the boys at the Storehouse give them. But here is one example which will make you stop and think.

At twenty-two minutes to five, Monday afternoon, April 16th, a wire was received from the Chicago Exchange, ordering 50,000 roto sections on "THE COVERED WAGON" for use in connection with the Chicago engagement of that wonderful picture.

The greatest speed was required. Dan Hynes passed the word to his boys. At five o'clock, exactly twenty-two minutes later, ten cases, each case containing five thousand of these roto sections had been packed, nailed shut, strapped, addressed, and were on their way to the railroad yard.

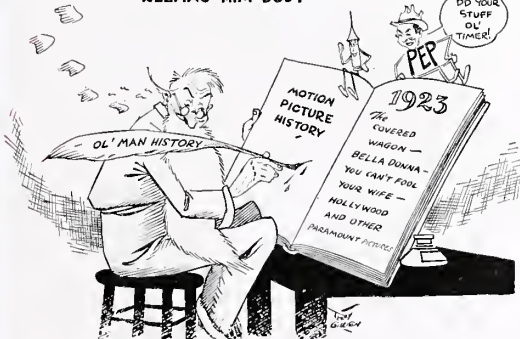
This is service. But in addition to this it is SPIRIT. Everybody pitched in. There's nothing wrong with this picture.

## Tommy Visits Cincy Exchange

Thursday morning, April 5th, the Cincinnati office was honored with a visit from Tommy Meighan. His appearance was very unexpected. Mr. Meighan had a chat with Mannie Naegel, Booking Manager, about his new picture, "THE NE'ER-DO-WELL." Tommy being rather shy, refused to meet the office personnel. But don't think he got by that easy. For when he was leaving, the girls cornered him at the elevator where they did everything but kiss him. Tommy, you sure have a bunch of friends and real admirers here and we certainly want you to pay us a real, honest-to-goodness visit. When can we expect you?

## We'll Write 'Em Down—You Do the Rest

KEEPING HIM BUSY—



Old man history is very particular what he writes in his book, so when an entry comes to his attention it must be backed up by something besides the name—this backing up is nothing else but your profound interest, untiring loyalty and superb salesmanship on the production we have to sell.

## The One-Man Town Situation

By Jad

Motion picture "Fans" have reached the point of discernment where they can detect whether their local exhibitor is trying to make his profit in buying or in selling.

In buying, by saving in film rentals at the expense of entertainment and satisfaction instead of in selling, to depend on increased attendance resulting from showing the better productions.

A good many exhibitors, especially those who have no opposition in their respective towns, have been thru the experimental stage of trying to buy in the "open market."

They tried to save film rentals by depending on their ability to bargain for each picture.

They have found that for every meritorious production secured in this manner, they load up with several mediocre pictures.

Most of these same exhibitors can be found on our books today using our product 100 per cent, who at one time depended on their judgment alone to select from a variety of sources what is good and proper for many hundreds of their patrons.

The public is the ultimate judge of what it wants and what it is willing to pay for and its taste cannot be denied.

Proof of this was shown recently in a town where an exhibitor had bought out his opposition.

Previously, keen competition secured the best of motion pictures for the public in this town.

The owner of one of the two theatres sold out to an inexperienced person who immediately figured that as a good business man, it was up to him to shop for less expensive pictures.

His business at once dropped, his opposition bought him out and closed the house.

Unfortunately the exhibitor, alone in the town, adopted the same policy with the result that the better services were not shown.

As a result, the public in this town was displeased and the local American Legion, representing a large body of the citizens, agitated to run pictures independently of the local exhibitor.

This exhibitor has since seen the light of day and is now on our books again.

After all, the public dictates to the producer what he shall produce and to the exhibitor what he shall exhibit.

It is only by close co-operation between producer and exhibitor, irrespective of whether the one or the other is alone in his field, that profitable results are obtained and the public pleased.

J. A. DAVIS, Boston.

## "This Stuff Wins"

Jack Hays, Exploiteer at Dallas, visited Ennis, Texas, and sold the exhibitor 8,000 heralds five of our productions over and above what had been considered his full quota of accessories.

Jack works with the exhibitor. He sells him first on his willingness to cooperate with him. This is only a sample of what he is going to do.

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7      APRIL 18, 1923      No. 41

## The Type in Demand

Now the motion picture as an art and industry has planted itself well up in the squad of leading commercial and other enterprises of the world.

In its rapid growth within the last few years the success obtained and maintained has in its climb weeded out old-time methods, old-time salesmanship, in fact, has only provided room for the type of man capable of executive ability, modern brainy salesmanship and last but not least, a much needed personality.

We say it has provided for these spaces but the success of any organization depends on whether or not we have properly filled these provisional spots.

When we refer to old-time salesmanship we are not dropping back ten years, five years, but only two years. The rapid growth has instilled a competitive spirit of super-salesmanship and it is now a question of the survival of the fittest.

Executive eyes are on constant watch among the men in the field for more responsible positions and it is the everlasting aggressiveness and constructiveness on the part of the salesman that puts him in the executive eye.

In other words, to use cold facts, any solicitor of business from the head of any organization down to the janitor will never take that step to the front unless he can be of service to his client both before and after the sale.

There is something else to do besides getting the signature on the dotted line and frankly speaking, the whole idea of this editorial popped out from the accomplishment of two of our salesmen in the field, who only recently, after closing big deals, went further and have given service of value to their SOLD client.

Just as R. W. Saunders and his department must budgetize a year in advance, so must S. R. Kent budgetize sales ability for his men in the field—so if you can increase your manpower and stay within your budget you are classed among the type in demand.

**STEP ON IT  
FOR MAY**

## "Tell the Public," Says Nicolls

A. W. Nicolls, our Branch Manager at Des Moines, believes in addition to general publicity on our pictures, telling the public thru the newspaper when picture contracts have been signed.

The evidence that his purpose is logical is before the editor now in the form of a front page newspaper ad from a small town in Iowa.

This ad is headed "Cresco is first"—Cresco being the name of the town.

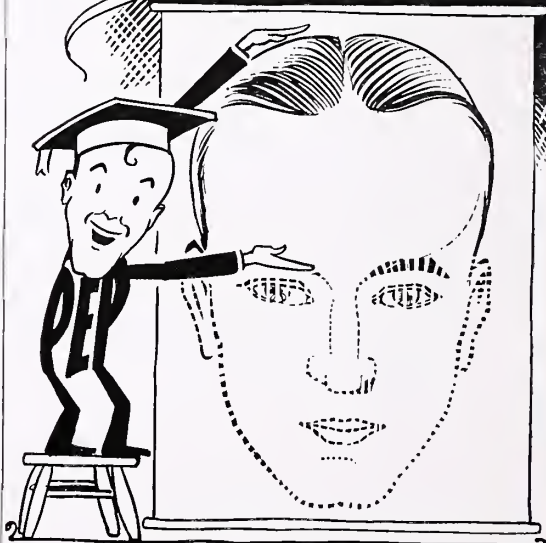
It is further evidenced that the representative from the Des Moines office knew his business for an ad of this kind would not be placed on the front page unless it was backed in some way by the city administration.

This ad is in the form of a strong statement and calls attention to the reader that a local reader has signed with Paramount for thirty-nine big productions.

We'll say this is a good send-off for the exhibitor as well as ourselves and it is an exceptionally good idea whenever it can be done to go thru the press in some form when a big contract has been signed.

## APRIL AND MAY— GET THAT BUSINESS

**A MAN MAKES  
HEADWAY IN HIS  
JOB FROM HERE  
TO THERE!**





# Push If You Would Prosper

## Convention Split Four Ways

**Semi-Annual Sales Convention to Be Conducted in New York, Chicago, New Orleans and Los Angeles**

Upon Mr. Kent's return from Europe, he immediately gave out plans for our coming semi-annual sales convention.

"For the first time in our history," said Mr. Kent, "the convention next month will be split four ways—that is, the Home Office Staff will hold four conventions in four parts of the United States."

The first of the four will be held at the Hotel Commodore, Tuesday and Wednesday, May 8th and 9th, and will be attended by the Sales Force from our Boston, New Haven, Maine, New York, New Jersey, Buffalo, Albany, Philadelphia, Washington and Wilkes-Barre offices.

Following the two-day session in New York a group of the Home Office executives headed by Mr. Kent will go to Chicago and hold a two-day session there at the Drake Hotel, Saturday and Sunday, May 12th and 13th. The Chicago convention will be attended by the Sales Force from our Detroit, Pittsburgh, Cleveland, Columbus, Chicago, Milwaukee, Peoria, St. Louis, Kansas City, Minneapolis, Indianapolis, Sioux Falls, Des Moines, and Omaha offices.

Leaving Chicago Sunday night, May 13th, the convention executive car will make a speedy trip to New Orleans, La., arriving there Monday morning, May 14th, and after a two-day session, which will be attended by the Sales Forces from Atlanta, New Orleans, Charlotte, Dallas, and Oklahoma City, the convention car will then head for Los Angeles for the fourth and last convention, arriving there May 19th, the session being held Monday and Tuesday, May 21st and 22nd.

The Los Angeles convention will be attended by the forces from San Francisco, Los Angeles, Seattle, Portland, Salt Lake and Denver offices. All of the four sessions will be attended not only by the Home Office executives and department heads and District and Branch Managers, but also by all of the salesmen in each of the exchanges, the Booking Managers and the Exploiters, and in that way every member of our sales force and other factors in the Department of Distribution throughout the entire country will receive the benefit of the executives' forceful messages and new policies.

Commenting on this new form of conducting conventions, Mr. Kent said: "In further support of the Divisional Supervision idea, it has been arranged that each Divisional Sales Manager will conduct with me the convention held in their respective divisions. That is to say," continued Mr. Kent, "Harry Ballance, Sales Manager for Division No. 1, will hold forth May 8th and 9th in New York, and will remain here after this sectional session, while the rest of us will proceed to Chicago. Likewise George Weeks will hold forth in Chicago and return to New York at the close of that convention. John Clark, Sales Manager for Division 3, will go on thru to the Coast and take up his duties at the convention there.

Those from the Home Office who will attend the convention at home and out of town are Jesse L. Lasky, S. R. Kent, Eugene Zukor, E. E. Shauer, George Weeks, Harry Ballance, John Clark, M. A. Shauer, George Spidell, G. B. J. Frawley, Claud Saunders, Charles E. McCarthy, A. M. Botsford and Wm. R. Hoggan, the latter Sales Manager of our Australian organization.

Details of each convention held will be given

### "Doug" Praises "Prodigal Daughters"

Douglas Fairbanks in an interview in the *Los Angeles Times* voluntarily gave great praise to "Prodigal Daughters."

Following is the excerpt:

When he had finished telling of many features of the new film which are still studio secrets, Mr. Fairbanks changed the subject abruptly. "Have you seen Gloria Swanson in 'Prodigal Daughters'? No? Don't miss it. It is not only the best piece of acting Miss Swanson has ever done, but it is I think one of the most faithful film portrayals of contemporary social and family life that has been screened.

"It should be preserved under seal for showing fifty years from now to let your descendants know just what this jazz age really is. Mary and I run off films every night at home. Of late we have been seeing old news reels made about fifteen years ago, the funeral of Edward the Seventh of England and Coronation of King George—that kind of thing. They are more interesting than plays. Gloria Swanson's new play I firmly believe will have a similar value fifteen or fifty years from now."

### Your House in Order

(Continued from page 2)

today it was his best effort, and we believe him because he always tells the truth about his own productions. To say nothing of the other product that is yet to come.

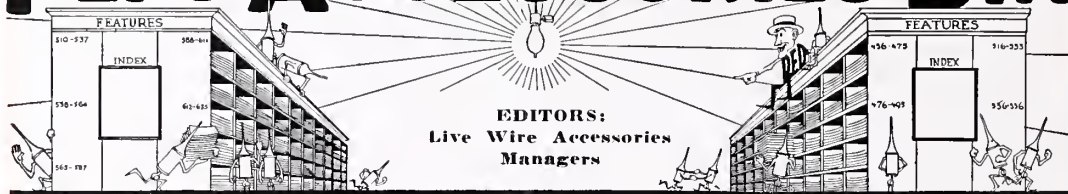
I believe that in spite of some disappointments we can wind up the first five months in a blaze of glory. We have the pictures in number and quality with which to do it.

Our sales on current pictures are in better shape than ever before. If we liquidate them scientifically and pick up every old picture that has not been played we will not fail.

The next two or three months is going to be a wonderful time to put your house in order for the big Fall drive.

to the readers of PEP thru telegraphic connection with C. E. McCarthy in charge of publicity, who will be with the convention executives.

# PEP'S ACCESSORIES BIN



## Another Profitable Start

F. Francois, our New Orleans Accessories Manager and Harry Swift, Exploiteer, have again been out among them to the tune of good results.

They took the following order from three towns:

- 684 Ones
- 199 Threes
- 204 Sixes
- 82 Twenty four sheets
- 68 sets of 11 x 14 photos
- 40 22 x 28 photos
- 140 stills
- 215 insert cards
- 14000 heralds
- 1910 window cards
- 6750 rotos
- 25 gilted frames

Believe us these boys are stepping on the gas down there.

PEP

## A Trip Thru the Morgan Lithograph Plant

With a series of illustrated talks we will try to take you thru the Morgan Lithograph plant where our wonderful Paramount posters are made. Few people who have not been thru this plant realize the size of it.



This photograph shows the office force, Mr. Blakely's Lithograph Department staff included.

## Accessories Managers

**THIS IS WHERE YOU STOOD FOR WEEK  
ENDING APRIL 14TH**

(Based on percentage of accessories quota delivered)

1. ATLANTA
2. NEW ORLEANS
3. BUFFALO
4. PEORIA
5. CLEVELAND
6. MAINE
7. NEW HAVEN
8. WILKES-BARRE
9. SIOUX FALLS
10. LOS ANGELES
11. WASHINGTON
12. COLUMBUS
13. PITTSBURGH
14. SALT LAKE CITY
15. CHARLOTTE
16. JERSEY

17. DENVER
18. OKLAHOMA
19. PORTLAND
20. OMAHA
21. KANSAS CITY
22. DES MOINES
23. NEW YORK
24. MINNEAPOLIS
25. SEATTLE
26. INDIANAPOLIS
27. ALBANY
28. DALLAS
29. DETROIT
30. MILWAUKEE
31. BOSTON
32. PHILADELPHIA
33. ST. LOUIS
34. SAN FRANCISCO
35. CHICAGO
36. CINCINNATI

### DIVISION PERCENTAGES

SOUTHERN .....	1.13
DIVISION NO. 1 .....	.97
DIVISION NO. 3 .....	.95
DIVISION NO. 2 .....	.87

**WORK THAT QUOTA LINE  
DOWN—SIXTEEN ARE  
OVER—LET'S GO**



## Brilliant Première for "Covered Wagon"

Grauman's Hollywood Theatre Scene of  
Marvelous Presentation of Big Picture

By A. H. Shirk

No more brilliant company ever gathered to witness a motion picture première than that which greeted the western opening of "The Covered Wagon," the evening of April 10th at Grauman's Hollywood Egyptian Theatre.

Everyone was there—and that is literal. To enumerate the stars and famous folk generally, of the screen world, to say nothing of civic notables and society leaders of Los Angeles (including Hollywood and other environs) would take too much space. So let it stand—everyone. The press was represented by the leading critics who one and all vied with one another to see which could say the most delightful things about James Cruze's immortal epic of the pioneers.

Throughout the presentation applause was sustained. At the big moments—and they are plentiful—storms of handclapping burst forth.

The introduction of the Arapahoe Chieftains and their families by Lieut.-Col. T. J. McCoy, Indian expert, who brought the Indians from Wyoming expressly for the opening, was impressive. The Chiefs in full regalia were a marvelous sight as they were shown on the brilliantly lighted stage. Followed a prologue of Indian dances and the entrance of covered wagons with pioneers indulging in their quaint songs and dances of olden days.

The musical accompaniment was splendid and characteristic, the theme, "Oh, Susannah," being carried out with great skill. The consensus of opinion was "The greatest picture ever made!"

"The best picture I ever saw," said Adela Rogers-St. Johns, western editor of "Photoplay Magazine." And her opinion was echoed by one and all.

The picture is destined to have a record run in Hollywood from every indication.

## Grauman Predicts Eight Months' Run for "The Covered Wagon"

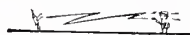
Sid Grauman predicts that James Cruze's production, "The Covered Wagon," will run at least eight months at his Egyptian Theatre in Hollywood, where the picture had its West Coast première April 10. This information was conveyed to S. R. Kent in a wire received from O. V. Traggardh, our Branch Manager in Los Angeles, who stated that the gross receipts for the first eleven performances, starting with the opening Tuesday evening and including Saturday night, were \$18,785.75.

At the first matinee the receipts were more than double those of the first afternoon performance of "Robin Hood," which preceded "The Covered Wagon" at the Egyptian and which set a new long-run record for the West Coast. The capacity of the Egyptian is 1,741, and with two shows a day the house is now practically sold out for three weeks in advance.

## Increase Your Herald Sales

Karl Krueger, Seattle Accessories Manager, has increased his sales of heralds by selling the idea of printing entire week's program on the blank space provided on Paramount heralds.

In one instance recently the exhibitor was showing the PRIDE OF PALOMAR two days. Karl sold this exhibitor heralds on the PRIDE OF PALOMAR which served as a program for the entire week with great success.



## Talks by "Bernie" Freeman

Orders for lithographs are made direct to the Foreign Department, Home Office, New York, from whom we buy outright all lithographs, photos, etc. Since the first of this year we are working under an arrangement whereby a quota for accessories has been set for the whole of Australia and New Zealand for weekly releases and Long Run Productions. Batavia and Singapore receive only such lithographs as we have left over and can spare. The standing order that we have with America is the minimum that we require. As time goes on and we find it necessary to replenish our stock, we do so accordingly. We have found it necessary to do this on several occasions which shows that on pictures of merit exhibitors go out and boost them for their worth. For Australia the whole stock is held in Sydney and distributed on a three months' basis to each of the Exchanges.

In the past each Exchange was allotted certain quantities and each lot held for them regardless of whether they were used or not, with the consequent result that some Exchanges did not utilize all their supply, while others demanded more. Under the present system after the first six months we are able to gauge just what further supplies are needed and we order accordingly. In addition to lithographs, we also receive from America supplies of 11 x 14 photographs, set of 60 stills for each production, 22 x 28 photographs and fanfots.

Without any doubt whatsoever, the quality of the lithographs and photos we receive from America stands unsurpassed and we have on many occasions been complimented on them. Strange as it may seem, we are able to import lithographs, photographs and most of our accessories at a lower cost than by manufacturing same here. For instance, the 11 x 14 photos cost us less to land, including all charges, than the 8 x 10 photos which we reproduce from stills. However, there are a number of accessories that have to be made to suit local conditions, and we have therefore equipped our organization here to take care of such requirements.

"BERNIE" FREEMAN.

---

**YOU STILL HAVE MAY TO  
DO IT IN. GO TO IT**

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# In the Foreign Field



## Australian Paramount Pep Club Picnic

On February 27, the newly formed Paramount Pep Club at Sydney, Australia, stepped out on their initial social event at Clifton Gardens.

The picnickers left Paramount House via a fleet of trim autos, each displaying two banners, one to identify the passengers and the other referring to one of our forthcoming productions.

The autos transported the picnickers to a boat which took them to the Gardens via Chowder Bay.

The minute they arrived at the grounds the program of events commenced which kept everybody busy indulging in the many sports such as running races, swimming races, potato races in which both men and women participated—however, the greatest race was that for the eats, and everybody came in first on this one.

Mr. N. B. Freeman, formerly a member of our Albany Sales Force and now Special Representative of our Sydney office, is Chairman of the Executive Committee of the club and he gave a brief talk on the purpose of both the club and the picnic.

Mr. John W. Hicks, Jr., gave a short talk, one however, that was very impressive. He predicted every-success in the world for the club and stated that it was bound to bring about a better cooperative feeling among the members of the organization.

Wm. R. Hoggan also gave a very interesting talk.

When the sun went down about 6:30 they all gathered together to return home after pronouncing it a bang of a success and an exceptional fine start for social activities of their Paramount Club.

We will show you photos next week of the interesting events of this picnic.



## Hoggan on His Way to The States

General Sales Manager, Wm. R. Hoggan, of Sydney, Australia, has left there and is well on his way to the U. S. A.

Mr. Hoggan will come direct to New York to confer with E. E. Shauer, Director of our Foreign Department and will also bring with him a film taken of the first annual Paramount Pep Club picnic in Australia.

A hearty welcome awaits Mr. Hoggan.



## Our Foreign Department Traffic

Keeping the world satisfied and happy through the medium of its motion picture entertainment is no small task, as is reflected by the operations of our Foreign Department during the first quarter of the year.

General Traffic Manager P. H. Stilson, has just reported to E. E. Shauer, our Foreign Director, that shipments of film to all foreign countries during the first three months totalled 4,638,503 feet. This is at the annual rate of approximately 18,500,000 feet.

This does not include all of the footage used abroad, as our British organization manufactures prints for its use from negatives shipped to London.

Every three months our Foreign Department places on board ships and trains for foreign countries enough film, if placed end to end, to reach from New York City to Chicago. No wonder Paramount is a household word in every civilized country on the globe!

One shipment of film and advertising accessories for Australia and New Zealand consisted of 630,168 feet of film which, with advertising matter, filled sixty-five large packing cases.

We think of Cuba as being a small country, but this does not apply to the standard by which Paramount is judged in that island republic. As an illustration, one shipment of advertising matter despatched to the Caribbean Film Company at Havana, recently consisted of twenty bulky cases of heralds, posters, cuts and other advertising matter.

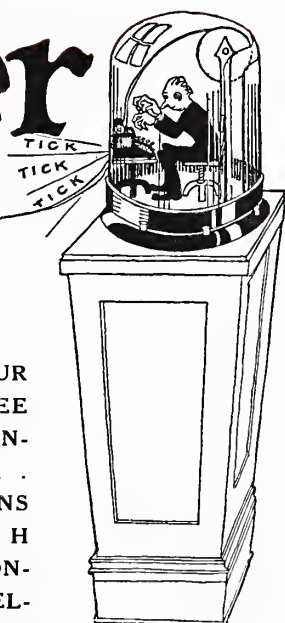
One begins to appreciate the immensity of the labors falling upon the shoulders of Mr. Shauer and his department if they are to keep the world smiling for the remainder of 1923 and the years to come, when a moment's consideration is given these statistics.

## "Blood and Sand" Excites Fans

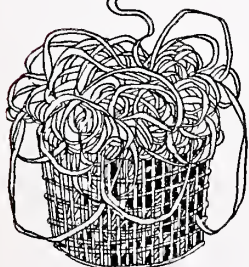
The sensational success scored by "Blood and Sand" and "The Sheik," in Sweden, Denmark and Norway, has created the most intense excitement among the motion picture fans of those countries, if one may judge from the frantic demands for photographs from these two Paramount productions which are pouring in upon the foreign publicity and advertising department. One young woman in Christiania, Norway, has been so overcome by these two productions that she has expended \$12 of her savings in purchasing stills and by the time the summer is over will be the proud owner of several hundred stills showing her favorite sheik and treader in action. This probably will stand as a record for all time.



# Pep's Ticker



NOW IS THE TIME TO PUT YOUR HOUSE IN ORDER, SAYS KENT . . . SEE STORY THIS ISSUE . . . MAY CONVENTION TO BE HELD IN FOUR CITIES . . . NEW YORK, CHICAGO, NEW ORLEANS AND LOS ANGELES . . . G . . . F . . . H . . . HOME OFFICE EXECUTIVES TO CONDUCT ALL FOUR CONVENTIONS TRAVELING IN PRIVATE CAR TO ALL FOUR CITIES . . . K . . . L . . . O . . . TOMMY MEIGHAN BACK AT STUDIO FROM WHITE SULPHUR SPRINGS . . . WILLIAM C. de MILLE NOW IN NEW YORK ON BUSINESS . . . A-MIKE VOGEL, PITTSBURGH EXPLOITEER, PAYS US A VISIT . . . LACEY JOHNSON GETS BACK FROM JACKSONVILLE, FLORIDA, AFTER LOOKING OVER THE PROGRESS OF OUR NEW EXCHANGE THERE . . . G . . . B . . . N . . . M . . . REX BEACH, AUTHOR OF "NE'ER-DO-WELL," AT LONG ISLAND STUDIO PUTTING HIS PERSONAL TOUCHES IN THE MATTER OF CUTTING AND TITLING "THE NE'ER-DO-WELL" . . . SAM WOOD KEPT EXCEEDINGLY BUSY THESE DAYS WITH HIS EGYPTIAN SCENES IN "BLUEBEARD'S EIGHTH WIFE" . . . BRILLIANT PRIVATE SHOWING OF "COVERED WAGON" PLANNED FOR GOV. SMITH OF NEW YORK . . . D . . . S . . . W . . . FOLLOW THE TRIP THRU THE MORGAN LITHOGRAPH PLANT IN THE ACCESSORIES BIN EACH WEEK . . . "COVERED WAGON" HAS AUSPICIOUS OPENING IN HOLLYWOOD . . . SEE STORY . . . NEVER BEFORE HAS A PICTURE RECEIVED SUCH WORLD-WIDE FAVORABLE CRITICISM AS THIS ONE . . . FOLLOW CONVENTION NEWS IN PEP . . . WE WILL HAVE WIRE COMMUNICATION WITH THE MEETINGS EVERY DAY . . . H . . . W . . . O . . . "SNOW BRIDE" WITH ALICE BRADY BEST WORK SHE HAS DONE . . . MORE NEWS NEXT WEEK.



# Invest in a Smile

## Kansas City News

By Billie Mistele

What is an optimist? According to Mr. Blotcky's version it is an automobile salesman.

The man who has dogged determination usually manages to make a howling success.

"Ain't she got marvelous lines—just look at her—and there's no car so economical as the Nash—she'll do forty-nine miles on a teaspoonful of gas and a drop of oil—and how that motor does purr."

The above remarks were all made in front of our exchange over Bill Warner's new Nash Roadster—and Bill sure is proud of it, too.

With the passing of Winter and the coming of Spring we are glad to proclaim that business conditions are becoming brighter for all our brother exhibitors. Our salesmen have become rejuvenated and are going forth with a desire to do and conquer, and the results of their efforts are beginning to show in the form of contracts. Also Paramount Week bookings are coming in—and this office feels confident that the Coast offices won't come in one-two-three on this next Paramount Drive.

## Jersey Jingles

By "Essie"

Morris Gluck, New York Accessories Manager, and Sammy Cohen, Jersey Accessories Manager, remind us all of Gallagher & Shean. Absolutely, Mr. Gluck! Positively, Mr. Cohen!

Joe Lee, the humorous super-salesman in Zone one, walked into the office of an exhibitor the other night and started the conversation with the following question, "Say, who told you I had scarlet fever?" "Why, no one, Joe," replied the exhibitor with a blank look. "Well, then, that's all right," said Joe with a smile, "but when you didn't show up at our office to sign up for the next block of pictures, I thought that you were under the impression I was afflicted with some contagious disease."

All those who appreciate pantomimic comedy are cordially invited to be present early some morning when Harry Buxbaum, District Manager, and Milton Kusell, Jersey Branch Manager, happen to arrive at the same time. Together they mount the few steps of the main staircase till they reach the dividing point. Solemnly they then shake hands, after which each ascends the stairway leading to his respective Exchange. About half way up, they suddenly turn around and "tip" their hats to each other and then continue onward and upward.

Miss Engal is a "ring" champion who "retires" undefeated every day. When she leaves her switchboard at five-thirty P. M., she is still smiling.

## Call of the North

VIA MINNEAPOLIS

per Hellman

One of our Salesmen, after being unable to swing a small town exhibitor into line, sat down and composed a few lines of verse, setting forth the reasons why he should play Paramount.

Walter Singleton put in an appearance this week-end after a full month on the road, contracts bulging from every pocket.

Dick Weinholz, who "projects when he isn't shipping," is far and away the nimblest exponent of the terpsichore we have on the payroll. How that boy can hoof it!

This office, to the man, is sold 100% on "Prodigal Daughters." Gloria's best to date, is the unanimous verdict.

Gosh, how far one can drop in a week's time. From third to twenty-fourth place in accessories sales is some descent. From now on, no quarter.

The Paramount Pep Club is to be reorganized. Annie Blumenfield has started the ball rolling.

## New Haven Nutmeg Gratings

By "Russ" Moon

Mr. James A. Clark, Accessories Sales Representative, gave us the pleasure of his company over Easter, after which he left for Boston. While here he joined the Exploiteer at New London and succeeded in having three fingers and five toes frostbitten at two a. m. Easter morning. Mr. Clark was not on the way to church, however, but assisting the Exploiteer on top of the Marquise of the Crown Theatre.

Judging from the returns on "Bella Donna" in this territory we'll soon forget "The Sheik."

The Sales Force at this office has been strengthened by the addition of Mr. L. F. Britton, who needs no further introduction. Mr. Britton has just returned from his invasion of Massachusetts with "The Covered Wagon." Relieving the Exploiteer at New London, Mr. Britton accompanied Ralph Peck and his Missouri mules into the Bean territory, with remarkable results.

Spring is here, still weak but persistent, and in its wake came a grand rush of new cars. Probably the most impressive of these is the beautiful maroon four-passenger coupé of Branch Manager Mr. J. D. Powers.



# It Pays Big Dividends

## Toronto Tattle

By Gas

We regret to report class distinction has arisen in this office. "Bill" O'Neill's 1924 Chevrolet refuses to consort with Henrique Burns' 1911 Tin Lizzie, despite the conciliatory efforts of "Buller" Patte's ninety horsepower speedster. Because of the dissension, "Bill" has had to arrange for special parking space with Mr. Akers' aristocratic Auburn.

"One-a-day Chic" Bell was progressing merrily last week until Friday the Thirteenth up and hit him. He called on three accounts trying to keep his record for the week unblemished but couldn't dodge the hoodoo.

"Ernie" Whelpley has bought himself a new machine for the Spring season. It plays any kind of record.

Edna Gordon, Secretary to the Boss, has challenged the liberty of the press. She says she has framed up with the editor of PEP so no tattle will be published about her. Here's the test.

Editor's Note—You lose, Miss Gordon.

As a token of their esteem, the Accessories Department has presented Kathleen Regan with a pretty little mouse trap which she baits every night.

## "Denver's Dark Secrets"

By "Rick" Ricketson

Hugh Braly, Wyoming Salesman, arrived at the office Saturday morning, April 14th, with a sprained wrist. It happened while trying to crank a Ford on Friday, April 13th.

Miss Mildred Olde, Secretary to the Office Manager, has her left hand bandaged. The carving knife slipped as she was performing in the kitchen on Friday, April 13th.

Mel Wilson, Branch Manager, is taking a two weeks' vacation. He will visit his old home in Iowa.

A. E. Dickson, Western Colorado Salesman, is also enjoying a ten days' vacation. He is visiting his mother and father at Des Moines, Iowa.

Al Johnson, Office Manager, is next in line on the vacation schedule. He promises to hide away on a ranch in Southern Colorado for two weeks.

And while on the subject of vacations, E. I. Reed, Booking Manager, says he will follow Al Johnson. Mr. Reed has already planned an auto tour through New Mexico.

## Boston Brevities

By Jad

Just screened "PRODIGAL DAUGHTERS." Easily the best Swanson picture to date. A wonderful send-off for her for her next, "BLUEBEARD'S EIGHTH WIFE."

An exhibitor advises us that his patrons were unable to see "GLIMPSES OF THE MOON," as the lights went out in his town. Bet this made them "GRUMPY"

Chas. Mekelburg, veteran Salesman in Zone 5 (New Hampshire) just bought a new Buick Sedan. Now, no matter where the exhibitors hide, he will find them. He says "No more 5 A. X. trains for mine!"

Our local 13-weeks' drive ending July first, is progressing nicely. This drive of ours ties in with it the PERSONAL PRIDE drive which was since inaugurated nationally. We are killing two birds with the same stone.

So far we have on our books 87% of our film rental quota for the entire thirteen weeks. Will we get the balance? (Chorus, "WE WILL.")

Salesman Mekelburg of Zone 5 is leading, having already obtained 91% of his quota for the entire period and this within a few weeks since the start of the drive.

Just received a request from an exhibitor who wants to sign up our product for two years. He is leaving for a long trip and says he wants to feel secure while he is away. This exhibitor has no opposition and is a strong believer in insurance.

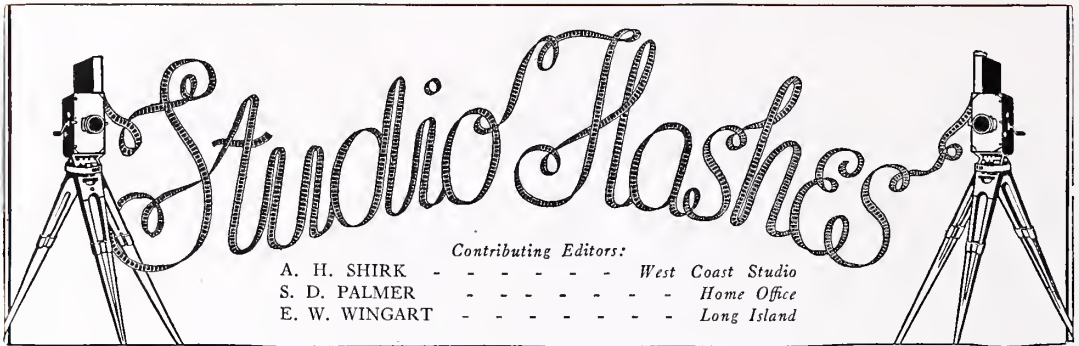
The fellow who predicted a cold and stormy winter also predicts a hot summer. He has already obtained 50% of his quota. We are all glad here that they built the Atlantic Ocean so near Boston.

## Boul Mich. Blurbs

By Bill Danziger

Equipped with the "39" and headed toward Iowa—where the tall corn grows—Jack Hurschman made his initial sales trip for Paramount this week. He succeeds Mr. Watts, resigned. Paramount made the pictures for Jack and he'll get jack for 'em, he says.

Eddie Rosecan, who wallows around in Indiana mesmerizing poor li'l exhibitors, has acquired a new Dodge by fair means or foul. Eddie grips the steering wheel like it was his last frogskin—but he makes the dern thing go. That's something.



## Shirk's Gossip of the Studio

By Adam Hull Shirk

The strenuous scene in "The Cheat" between Pola Negri, the star and Charles deRoche, in support, wherein the latter brands the lovely Pola with his signet—a tiger's head, and calls her a "cheat," is the one which occupied the attention of George Fitzmaurice during the last week. Numerous rehearsals were necessary and finally it was made. After it was over both players were exhausted. In the struggle both sustained numerous bruises but the realism of the episode is said to exceed almost anything that has been attempted. Jack Holt is featured as the husband in this picture which Ouida Bergere adapted from the picture play by Hector Turnbull.

Herbert Brenon is in San Francisco with his company making "The Woman with Four Faces" featuring Betty Compton and Richard Dix. There they are getting a number of prison scenes and will return shortly to make more interiors. George Hopkins adapted this Bayard Veiller play and Julia Crawford Owers is to edit it. One of the interesting studio sets was Osgood's office—Osgood, the villain, was a replica of the Woolworth office in the famous New York building.

James Cruze has had a lot of notables lately in "Hollywood," which the producer of "The Covered Wagon" is making and which was adapted by Tom Geraghty from Frank Condon's story, with Walter Woods as Production Editor. Among the well-known people recently "shot" were Charlie Chaplin, Baby Peggy, Wm. de Mille, Owen Moore, Elliot Dexter, Eileen Percy, etc. A set representing the lobby of Hollywood Hotel was used.

Sam Wood is back from a week at Catalina Island with his company starring Gloria Swanson, making "Bluebeard's Eighth Wife," adapted by Sada Cowan from the Charlton Andrews adaptation of the play by Alfred Savoir. A French beach resort was the supposed scene. Gloria Swanson did a fifteen foot dive into icy water during the scene. Julia Crawford Ivers is Production Editor.

"Fair Week" is to return from Pleasanton in a day or so to go to Pomona, Cal., in all probability, for a carnival scene. This is Rob Wagner's unit with Walter Hiers as star and Constance Wilson, sister of Lois, as leading woman. It is a story by Walter Woods who is also to edit it.

"Only Thirty-Eight" has been completed by William de Mille.

"Children of Jazz," directed by Jerome Storm, is now underway and bids fair to be as jazzy as

(Continued on page 15)

## The New Game



Mah Jongg, the celebrated Chinese game which has become the pastime in social circles is being introduced in Allan Dwan's production "Lawful Larceny."

The above photo shows Allan Dwan showing three girls from the Ziegfeld Follies how to play the game while Lew Cody looks on.

It developed however, that these girls were the only ones out of a group of fifty-five extra people who had any idea about the game at all.

It did not take them long to play so the camera could record the movements of the game.



## De Mille's Scouts Looking for Western "Holy Land"

To find a "Holy Land" in America has been the job assigned to aides of Cecil B. De Mille whose next production will be a film version of "The Ten Commandments."

While it is probable that Mr. De Mille will make a portion of his story actually in Palestine, because of the difficulty of transportation the largest scenes will be taken in this country.

Assistant Director Tate, Cinematographers Bert Glennon and Edward S. Curtis with their aides, Pev Marley and Fred Westenburg, have scoured every desert inch of western America to find land similar to that in the vicinity of Mt. Sinai and the Red Sea. California, Utah, Idaho, New Mexico, Arizona, all have been covered with care.

The search has stopped at the Great Divide because nowhere through the East are there the great wastes of sandy country that still exist West of the Mississippi.

On the desert section picked as most resembling the Holy Land, Mr. De Mille will film spectacular Biblical episodes which will be cut in to the modern story Jeanie Macpherson has evolved to interpret the Decalogue.



## My Kingdom for a Horse

Motion picture directors have their troubles. If it isn't one thing it is another. When Wesley Ruggles, who is directing Agnes Ayres in "The Heart Raider," called for two horses while on location in Palm Beach, Florida, he discovered that there was one town, at least, in the United States that didn't have a single horse. Only automobiles are used in this resort where millionaires and politicians do their winter playing. It was necessary to go several miles in the country before two horses could be found to draw the chariot for a bit of symbolism which will appear in the picture.



## Tony



Tony Moreno

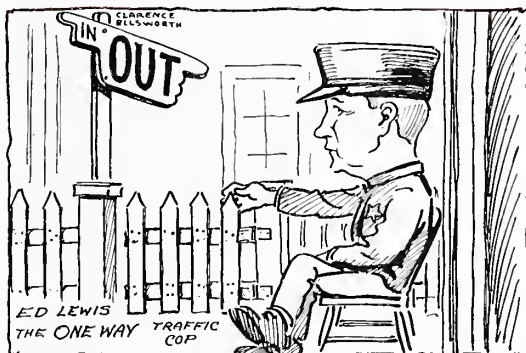
Numbered as one of the regular fellows in our organization is our own Tony Moreno, one of the featured players in "The Heart Raider," now being made at our Long Island Studio.

At noon hour you will find Tony down with the rest of the boys with his light jacket and pipe and in five minutes you will find him spick and span in evening clothes on the set.

A regular fellow is this Tony Moreno.

## Laskyville Villains

No. 7—ED. LEWIS



Take a good look at the above gentleman, because some day it may come in handy to you to be able to clap him on the back and say, "Howdy, Ed. Great picture of you in PEP," and before Mr. Ed Lewis has time to collect his thoughts enough to wonder where you're from and what your business is, you can have pushed aside the little swinging gate and have succeeded in entering the sacred portals of "Laskyville." We give you our word that Mr. Lewis is one of the best of gate-keepers. You can't get away with any "I work at this and that office in these or those city" stuff, but you have to let him know that you're acquainted with what's going on, and of course if he finds that you're reading PEP—well, just watch his double speed for letting you in to spend at least one glorious day with all the leading citizens and nice people at Laskyville. Also, watch for Mr. Lewis when "Hollywood" comes out. That's why he's such a James Cruze booster! Folks will soon begin to realize that villains at Laskyville can do more than one thing well. Some time get him to tell you about James Cruze's "Coupe," which opens this week at Mr. Sid Grauman's Hollywood Theatre.

M. BROOKS.

## Ernest Torrence Signed for Featured Rôles

Jesse L. Lasky announced Thursday at Hollywood that Ernest Torrence, who has made such a hit as Bill Jackson in James Cruze's production, "The Covered Wagon," by Emerson Hough, had been signed to play featured rôles in a group of our pictures.

Torrence's first picture will be Emerson Hough's story, "North of 36," now running serially in the "Saturday Evening Post." In this he will play the rôle of Bill Nabours, foreman of the Del Sol ranch. The picture will be a George Melford production and the other featured players will be Jacqueline Logan and Noah Beery.

When "North of 36" was purchased from Emerson Hough, the author, who had already seen "The Covered Wagon," asked specifically that Torrence be given the rôle of Bill Nabours in the picture version. Other productions in which Torrence is to be featured will be announced later.

## Down in Florida



Recently while "The Heart Raider" company under the direction of Wesley Ruggles, now on location in Florida, were making scenes, PEP'S cameraman shot this one.

If Mr. Ruggles, the Director, would only turn around we could see his face; however, we will get him next time.

The gentleman in the right foreground with the Panama hat and black band is none other than Jack Cunningham who wrote the scenario and who also adapted "The Covered Wagon."

Of course you can all identify Miss Ayres sitting to the left of Charles Ruggles. Mahlon Hamilton with the Commodore's cap, is standing to the right of Charles Schoenbaum. To the right of Mr. Cunningham is Mrs. Ayres, mother of Agnes. In the extreme foreground is Miss Anna McKnight, script clerk.

## Call for Mr. De Mille

This Voucher Must Be Cashed WITHIN 10 DAYS From Date of Issue			
TALENT VOUCHER		N <sup>o</sup> 4112	
OF THE <b>FAMOUS PLAYERS-LASKY CORP.</b> <b>LASKY STUDIO</b>			
SUPPLIED BY SERVICE BUREAU—MOTION PICTURE PRODUCERS 1016 SOUTH HILL STREET			
PAYEE	DATE WORKED	PICTURE NO.	DIRECTOR
Cecil B. de Mille			CRUZE
<b>\$7.50</b>		<b>Seven Dollars and Fifty Cents</b>	
COSTUMES		APPROVED FOR PAYMENT	
TAKEN	RETURNED	TAKEN	RETURNED
James Cruze			
CASHING DATE DIRECTOR CASH			

The above is a photo of the original voucher made out for Cecil B. De Mille to the amount of \$7.50 for a days work in James Cruze's production, "Hollywood."

Mr. De Mille recently turned actor for a day to demonstrate his willingness and his desire to be a part of this big production and the customary voucher for extras was made out to Mr. De Mille, signed by James Cruze and the cash turned over to the former.

## Thomas Meighan Back

Tom Meighan has returned to New York from White Sulphur Springs, W. Va., where he has been on a vacation following the completion of "The Ne'er-Do-Well," made under the direction of Al Green. Mr. Meighan is now preparing for his next picture, which will be called "Homeward Bound," an adaptation by Jack Cunningham of Peter B. Kyne's novel, "The Light to Leeward," Irvin Willat will direct the production.

## The Tale of a Rabbit Hunt

Leaving Hollywood at 11 p.m., Saturday, March 24th, the West Coast Studio gang arrived on the location near Big Bear Lake at 5:30 Sunday morning—sunrise and sandwiches and then a long shot of the mighty hunters led by Clyde Ewing, tracking the rabbits to their lairs.

The volleys were terrific—guns of all calibers and gauges, and barrels and chokes were used. One rabbit was killed—close up of the rabbit showed a skin full of lead—all traces of meat had been eliminated.

The cast was as follows: H. H. Barter who shot one and a half rabbits—lead—Victor H. Clark who claims to have shot one rabbit that was too big to carry in—heavy—and the following array of supporting talent. Leo Green, Clyde Ewing, Jim Brady, Chick Wells, Bill Chase and Jack Catt. This super production was finished without temperament in eight hours and the gang started home, Jim Brady and Bill Chase making an extended observation and tour of the thriving city of Glendale enroute.

Clyde Ewing is having a new top put on his car where Mr. Clark's head reached on the bumps of the Big Bear road.

The gang is footsore but sunburned and happy. By the guy that admits he didn't shoot a rabbit.

LEO GREEN,  
Chief Electrician, Hollywood.

## A Genial Fellow



Our friend and good fellow Joseph Henabery, one of our directors at the West Coast, needs no introduction to the readers of PEP.

This is one of Mr. Henabery's latest photos.



# Long Island Lights

By Wingart

Gilda Gray and her south-sea maidens from the *Rendez-vous* with the full orchestra from the cabaret were the feature of the *Rendez-vous* scene which Allan Dwan staged Friday the thirteenth at the Long Island studio for his production of "Lawful Larceny." An exact reproduction of the popular Broadway resort was built at the studio for the scene. Glen Hunter was an interested spectator. Nita Naldi, Hope Hampton, Lew Cody, and Conrad Nagel were the featured players to appear in the scene and at the tables there was a million dollars worth of feminine pulchritude from "The Follies" and other Broadway girl shows. In the parlance of the studio the scene was a "knockout." It is just one of the scores of striking settings which will be shown in the picture.

William Miller, who was second cameraman for Alfred Green on the production of "The Ne'er-Do Well," starring Thomas Meighan, is in charge of the camera for Ralph Ince, who is making "The Law of the Lawless" with Dorothy Dalton at the Long Island Studio.

Bebe Daniels, just back from a location trip in Florida, is looking her wonderful self again, having completely recovered from her recent operation for appendicitis. She is busy every day at the studio with Antonio Moreno and others in scenes for "The Exciters," which Maurice Campbell is directing and George Webber is photographing.

Rex Beach has been at the studio for the past week helping Julian Johnson put the finishing touches to "The Ne'er-Do-Well," Alfred Green's production with Thomas Meighan. He expressed himself as being greatly pleased with the picture, which, everyone says, will be another Meighan triumph.

Lila Lee, who has been having a vacation since completing "The Ne'er-Do-Well" with Mr. Meighan, has been ill at her apartment in New York but has sufficiently recovered to be about again. She was a visitor at the studio last Friday.

*Photo by Paul Strand*

## This Is the Life



Jacqueline Logan has great fun riding around the studio in the above contraption and when her horses deserted her she called for volunteers. About forty men answered the call and these two were the lucky ones to be chosen.

Miss Logan finds lots to do between scenes when she is featured in a picture.

## "Declassée" to Be Filmed With Elsie Ferguson

After two years in England, Director Donald Crisp is back in the United States and on his way to California, where he will remain until about the middle of May. He has signed a new contract with our company and will be back in New York in June to direct Elsie Ferguson in "Declassée," the recent stage success which will be made into a lavish picture at our Long Island Studio.

At our London Studio, which has now been closed, he directed "The Bonnie Brier Bush," "Appearances," and "The Princess of New York."

Mr. Crisp enjoys the enviable distinction of being present at Buckingham Palace for the private showing to the royal family of his picture, "The Bonnie Brier Bush," the exteriors of which were filmed in the beautiful Scottish countryside.

## Shirk's Studio Gossip

(Continued from page 12)

its title. It features Theodore Kosloff, Ricardo Cortez, Eileen Percy, Robert Cain. Ralph Block is Production Editor and the adaptation is by Beulah Marie Dix of a play by Harold Brighouse. A huge set showing the library and ballroom of a fashionable home at Xmas time was the first scene. Many minor players were in the opening scenes.

George Melford has taken his troupe making "Salomy Jane" to Boulder Creek, Cal., for most of the locations. The featured players in this Bret Harte story, dramatized by Paul Armstrong and adapted to the screen by Waldemar Young, are: Jacqueline Logan, George Fawcett and Maurice Flynn. Besides the staff and cast, 100 other people were taken along, with 75 horses, a stage coach, etc. A few studio scenes will be made on return.

Charles Maigne has "The Silent Partner" well in hand. In this are featured Leatrice Joy, Owen Moore and Robert Edeson. Ralph Block is Production Editor and the adaptation is by Sada Cowan from the Maximilian Foster story. A kitchenette apartment with Leatrice Joy making hats and dresses and cooking dinner were the first scenes shot. A lot of comedy relief was injected in the episodes to balance the heavy emotional scenes later.

# Hardings and Guests See Covered Wagon

**Special Showing at White House With Criterion Orchestra Develops Into a Social Event of the Administration**

The company answered a personal appeal of President and Mrs. Harding for a showing of "The Covered Wagon" in a most successful way Saturday evening, April 14th, at the White House.

Upon the receipt of a phone call from Washington, thru PEP, arrangements were immediately made with John Flinn by C. E. McCarthy and the Editor to conduct an expedition to Washington for the big event. The twenty-five piece Criterion orchestra under Mr. Zuro and the Criterion operator, left Penn station Saturday morning, and arrived in Washington in time for a rehearsal at the White House, Saturday afternoon. Mr. McCarthy and the Editor having left Friday afternoon to make final arrangements in Washington.

Mrs. Harding herself sat thru the rehearsal all the afternoon when she was supposed to be resting for the evening affair.

At first it was decided by President and Mrs. Harding that only a few friends were to be present but when informed that we were bringing the big Criterion orchestra with us, they made it a social affair, in fact the first big step in this direction since Mrs. Harding's illness.

There were one hundred fifty guests present and all pronounced it a beautiful and colorful affair.

With the well known east room as the setting, together with the guests and orchestra in evening dress, it looked everything that the papers next day said of it in pronouncing it the social event of the season.

A Sunday afternoon showing was given at the Shubert-Garrick Theatre for the National Press Club and it was noted that many Washington celebrities who had attended the White House showing the previous night appeared at the Sunday afternoon showing to see this mammoth production again.

Those present at the White House were as follows: President and Mrs. Harding, Mr. and Mrs. Larz Anderson; Capt. and Mrs. Adolphus Andrews; Hon. and Mrs. James M. Beck and Miss Beck; Mr. and Mrs. Woodbury Blair; Hon. and Mrs. Robert Woods Bliss; Senator Frank B. Brandegee; Hon. and Mrs. Phillip P. Campbell and Miss Campbell; Mr. and Mrs. Henderson, The Secretary to the President and Mrs. Christian, Mrs. Farrar, Mr. Christian, Hon. and Mrs. Daniel R. Crissinger and Miss Crissinger, Senator Charles Curtis, Mr. and Mrs. John W. Davidge, The Secretary of Labor and Mrs. Davis, Hon. and Mrs. Dwight Davis, Mr. and Mrs. Rufus S. Day, Col. and Mrs. Matthew Delaney, The Secretary of the Navy and Mrs. Denby, Mr. Walter F. Dillingham, Senator and Mrs. Walter E. Edge, Miss Louise Sewall, Mr. Loyall Sewall, Mr. Sumner Sewall, Miss Evelyn Senner, Mr. Percy Donald, Mrs. Stephen B. Elkins, Mr. and Mrs. Wade H. Ellis, Mrs. James Carroll, Hon. and Mrs. Joseph S. Frelinghuysen, The Speaker and Mrs. Gillett, Miss Hoar, Mr. and Mrs. Charles C. Glover, Rear Admiral and Mrs. Cary T. Grayson, Senator Frederick Hale, Mrs. Eugene Hale, Hon. Leland Harrison, The Secretary of Commerce and Mrs. Hoover, Mr. and Mrs. Edward A. Harriman, Mr. Charles P. Kling, Hon. and Mrs. Albert B. Lasker, Mrs. James Hamilton Lewis, Hon. and Mrs. Nicholas Longworth, Hon. and Mrs. Martin B. Madden, Gen. and Mrs. Charles L. McCawley, Senator and Mrs. Medill McCormick, Mr. and Mrs. Edward B. McLean, Mr. Justice McReynolds, Secretary of the Treasury Mellon, Miss

(Continued in next column)

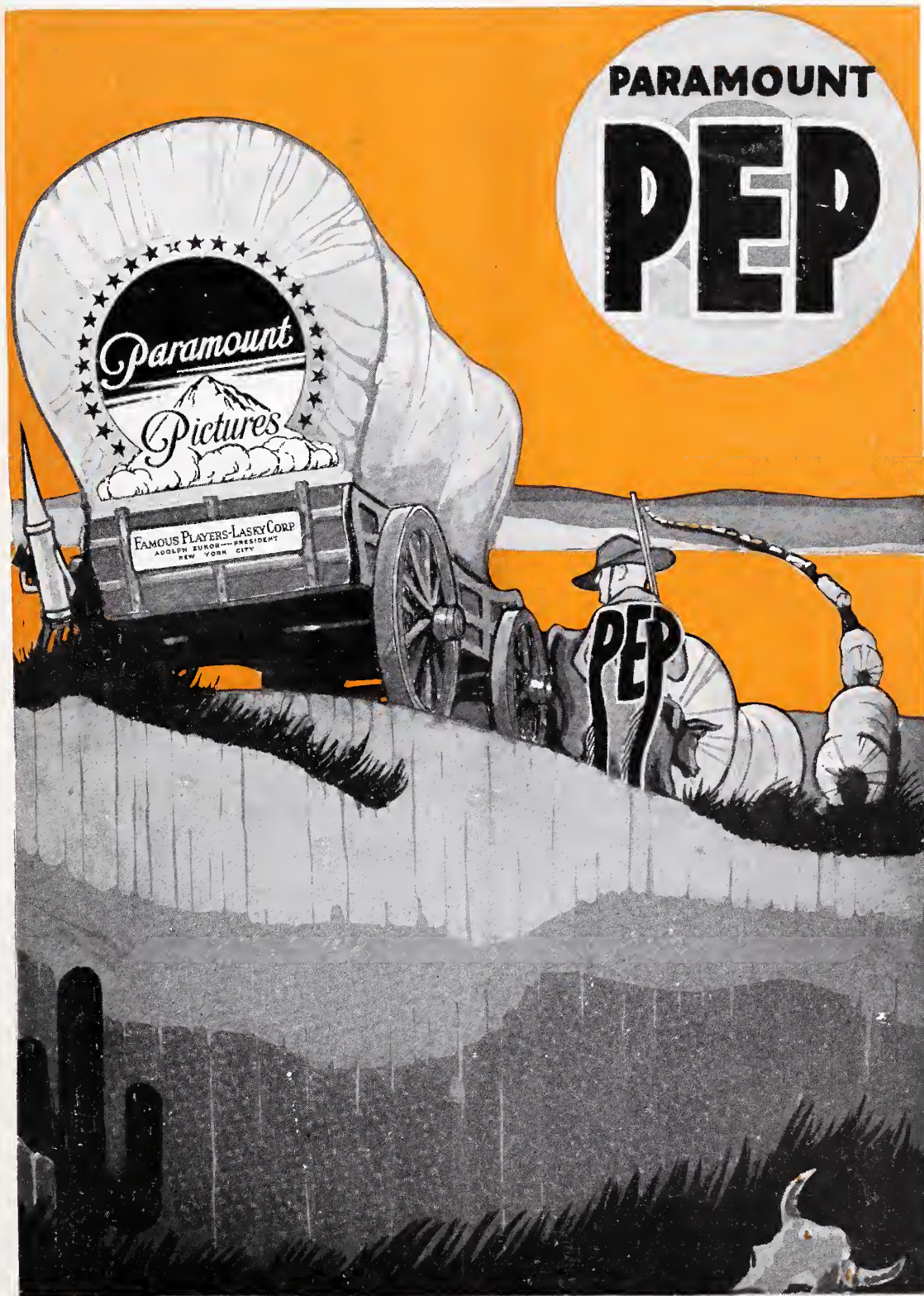
## Water Your Plants



APRIL SHOWERS BRING MAY FLOWERS

Mellon, Mr. and Mrs. Adolph Miller, Hon. and Mrs. Frank W. Mondell, Miss Mondell, Mrs. Mosher, The Postmaster General and Mrs. New, Miss Patten, Judge John Barton Payne, General John J. Pershing, Hon. and Mrs. William Phillips, Col. and Mrs. Theodore Roosevelt, Hon. and Mrs. Frank E. Scobey, Col. and Mrs. Clarence O. Sherrill, Rear Admiral and Mrs. Edward B. Stitt, Miss Stitt, Hon. and Mrs. Howard Sutherland, Miss Sutherland, The Chief Justice and Mrs. Taft, Mrs. Moore, Mrs. Richard Townsend, The Secretary of Agriculture and Mrs. Wallace, Senator and Mrs. Francis E. Warren, Senator and Mrs. James E. Watson, The Secretary of War and Mrs. Weeks, Hon. and Mrs. Henry White, Mr. John White, Col. and Mrs. Arthur Woods, Mr. and Mrs. Samuel E. Winslow, The Secretary of the Interior and Mrs. Work.





# CONQUERING THE WORLD

(SUGGESTED BY VERNON GRAY—WILKES-BARRE EXPLOITEER)

# Shaefer's Convention Idea Adopted By Kent

Every Sales Representative in the United States Will Have the Direct Touch by "Sitting In"

Ever since his entry into Famous Players, S. R. Kent's one ambition was for the direct personal touch with every representative in the field and he has adopted the idea suggested by George Schaefer, District Manager for New England.

Many plans were discussed for some such possibility, but each at the time seemed impractical and resulted in the men getting the powerful and enthusiastic new policies at second hand.

Now with the Spring Conventions, four in all, each Salesman, Exploiteer, Booker, Accessories Manager, in addition to the Branch and District Managers, will "sit in" at the conventions conducted by Mr. Kent and assisted by Divisional Sales Managers Weeks, Ballance and Clark in their respective divisional districts.

The exceptional advantage of such a convention idea gives the exchange representatives the first-hand talks, discussions and new policies as coming direct from the Home Office Executives' heads.

In addition, Exploiteers, Salesmen, Accessories Managers and Bookers will have the opportunity of hearing the discussion of sales, bookings, exploitation and accessories from each of the executives, thereby giving them first-hand information from an enthusiastic angle on problems concerning them.

The first convention in the Hotel Pennsylvania will assemble and convene for two days, May 8th and 9th, and there will be approximately 110 in attendance. H. G. Ballance will assist Mr. Kent here.

On May 12th and 13th there will be 172 in attendance at the Drake Hotel, Chicago. George Weeks will assist Mr. Kent at this meeting.

On May 14th and 15th the entire Southern District will assemble at the St. Charles Hotel in New Orleans. There will be approximately 50 representatives in attendance.

On May 21st and 22nd, sixty-five representatives will convene at the Ambassador Hotel at Los Angeles. John Clark will assist Mr. Kent here.

Commenting on this initial convention step, Mr. Kent said:

"I think we have worked out a happy solution of the convention problem by splitting up the semi-annual convention into four sessions. While conventions are absolutely essential to the proper conduct of a sales campaign, their expense and necessary slowing up of activity have been serious problems. Moreover, conventions attended by only District and Branch Managers, together with Home Office executives, have not reached the maximum fulfillment of their purposes in many cases, because the interpretation of sales policies is given to the salesmen second hand. By letting the men stay in their offices and taking a small crew about the country to put on conventions, we not only get greater efficiency in delivering our sales message to our salesmen, but we also do it at smaller cost."



## "The Covered Wagon"

Their deeds—go view them on the Silver page,  
A gift of glory to remotest age.

The van of civilization's westward sweep—  
The few that sowed that millions here may reap.

—LUKE COSGRAVE.

## Bux Helps the State

Harry Buxbaum, our New York District Manager, inaugurated and carried out his idea of assisting the New York State Income Tax Bureau by getting out a series of slides to the different theatres, reminding the people that April 15 was the last day.

Bux also wrote many letters and gave them full information regarding the clauses of exemption.

Bux did you pay your State Income Tax?

## "Pep" ALPHABET

**"A"**  *is for action,*

*I'll say, you can bet I'm "hep"*

*To get the "biz"*

*Think, work hard and read PEP*





## Booking Mae Murray

John D. Powers, Branch Manager at New Haven, has realized considerable revenue from the four Mae Murray pictures, namely, "On With the Dance," "Right to Love," "Idols of Clay," and "The Gilded Lilly."

In a letter to Divisional Sales Manager Ballance, Mr. Powers stated that he had charts drawn up to determine just where these pictures had not played and upon finding that many points had not played these pictures put salesmen on the job and they in turn signed up the exhibitor for the running of these four corking good productions.

Another big phase in the use of these pictures is demonstrated by the fact that in many towns where they are running our productions the better part of seven days, these have assisted nobly in giving to the exhibitor enough product where he was formerly doing a little worrying in this respect.

Then again, we must take into consideration the calibre of these four productions. There is no use denying Mae Murray was always a good drawing card and if this is considered from a national point of view, it is bound to turn a surprising amount of revenue over to us.

These are drawing cards for the exhibitor as well as for ourselves.

## All Exploiters to Be Present at Convention

Claud Saunders, Director of our Exploitation Department, advises us that there will be thirty Exploiters attending the four conventions.

The Exploiters who will attend the New York convention are: Messrs. Whelan, Gray, Lewis, Royster, McConville, Moon and Orowitz.

Those who will sit in on the Chicago meeting are: Messrs. Dansiger, Dixon, Freidl, Gary, Howard, Kennebeck, Ridge, Thayer, Vogel, Sladdin, Waters, Hellman, and Roche.

Those attending the New Orleans convention will be: Gambrell, Hicks, Hays, Kantner, and Swift.

Those who will attend the Los Angeles convention are: Messrs. Taylor, Renaud, Ricketson, Eagles, and Pickett.

## "Read Your Contract," Says Buffalo

Furthering the idea of acquainting exhibitors with the contents of our contracts for pictures, the Buffalo Office has put out an attractive punchy letter calling attention of exhibitors to READ THEIR CONTRACT.

One important paragraph from the contract is quoted and we are advised by the Buffalo Office that it has had a helpful and telling effect.

Many replies of thanks, etc., have been received from Exhibitors.

It is needless to say the paragraph of this letter protects our end as well as the exhibitor's, for it calls to the attention the care of prints—the levy on each linear foot of print not returned or destroyed, and reminds the exhibitor that the ultimate idea of this letter is to give to the exhibitor in the Buffalo territory the utmost in service and let the exchange solicit their co-operation.

## All Aboard



Just prior to stepping into the coach that was to carry them to the boat our cameraman from the London Office secured the above photo of Mr. Zukor and Mr. Kent at the Waterloo Station, London, just before their journey home.

## "Covered Wagon" Scores in Chicago

Duplicating its tremendous success in New York and Los Angeles, "The Covered Wagon," James Cruze's picture, had its opening Sunday night at the Woods Theatre in Chicago before an audience which packed the house after having stood in line for hours to get in.

"The Covered Wagon" received the same enthusiastic reception in Chicago that was accorded it in New York at the Criterion Theatre and in Sid Grauman's Hollywood Theatre. The audience, which included most of the prominent people of Chicago, started its applause with the opening dedication to Theodore Roosevelt and continued throughout the picture.

Among the people who saw the picture at the Woods Theatre were Emerson Hough, author of the novel from which the picture was made, Governor McCrae of Indiana, Eugene Zukor and E. E. Shauer from the Home Office of the Famous Players-Lasky Corporation. Mr. Hough made a short address before the presentation of the picture.

John C. Flinn, who was in charge of the Chicago opening, used practically the same advertising campaign that he had used in New York, including telegrams from various Governors and representative men and also the telegraphic advertising which proved so successful in the New York showing.

The Chicago newspaper critics were unanimously enthusiastic, and apparently could not find adjectives enough to describe the picture.

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION

*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 APRIL 25, 1923 No. 42

## Shopping

This came from one of New York's real shoppers and bargain hunters:

"No, I never go in such and such a store because their windows don't tell me anything. Of course, once I ventured in and upon inquiring from the floorwalker for a certain department, was met with a matter of fact reply, in all, conveying the idea that the store was doing me a favor in admitting me within its high and mighty portals."

No, the lady doesn't go in that store anymore.

The store?

Certainly the store is all right—it carries the best in its line—in fact, just as good as the city affords, but the one floorwalker left that impression in this lady's mind, which she will never forget.

The man?

She doesn't even know his name, nor does she care; it's that terrible store that lingers in her memory and another good customer is gone.

She talks, yes, indeed, and all of her friends, should they venture there, do so with a sort of chip on their shoulder.

All on account of ONE individual who has not as yet awakened to the fact that courtesy wins friends socially and customers commercially.

Think of the hundreds of people he answers during the day.

Two big handicaps for this concern—poor windows and an impolite floor manager.

When they do come in they are literally kicked out. So instead of one improvement needed there are two.

But let us hope that TWO are made.

If you lay stress on getting your clientele IN, lay a little more stress on KEEPING THEM IN.

One cannot exist profitably without the other.

Paramount affords the best Motion Picture merchandise for the picture shopper—you know that and so do we, but it's up to you to sell Mr. Exhibitor the idea of dressing his "windows" and getting the right "floor managers."

**STEP ON IT  
FOR MAY**

## Here's Quick, Efficient Work

Our advertising department has just turned out in record time a job of which the whole organization has a right to feel very proud. In eight days they have prepared, had printed, and delivered a 20-page illustrated booklet on "The Covered Wagon," which is being sold in all the theatres where this great picture is showing. The booklet is 9x12 inches in size, has three-color front and back covers, and is a de luxe piece of literature in every respect.

To give an idea of the lightning speed with which the work was done, here is the schedule:

On Thursday, April 12, John C. Flinn concluded arrangements for the distribution of the booklets in the theatres. There was then no sign of a booklet in sight.

On April 13 material for the three-color front and back covers and nine pages of text matter were delivered to the printer.

On April 14 nine specially prepared layouts of pictures, retouched and carefully captioned, went to the print shop.

On April 16 the border for the text pages, drawn by one of the best artists in New York, was completed and put in the printer's hand.

On April 19 all plates were completed, the forms made ready, and the presses started to run.

On April 20 sample copies were delivered.

On April 21 5000 "Covered Wagon" booklets started by special messenger for the Chicago opening.

On April 22 "Covered Wagon" booklets were selling like hot cakes at the Woods Theatre, Chicago, where the picture is now breaking records. A. M. Botsford, our Advertising Manager, supervised this big and very speedy job. Vincent Trotta, Art Manager, and his assistant, Saul Schiavone, prepared the art layouts, Russell Holman, of our Advertising Department, and Samuel D. Palmer, of the Publicity Department, were responsible for the reading matter.

## Fair Dealings

### From Grinnell Topics

Believe in his promise until he breaks it,

Believe him honest until he lies,

Honor his name until he makes it

A symbol for conduct which men despise.

Believe him fair till he deals unfairly,

He has a right till he proves untrue

To be not as a man who will meet you squarely,

He should be judged as he deals with you.

Give him your faith until it is shaken,

Trust him until he betrays your trust,

Take his word as you'd have yours taken,

Let your dealings with him be just.

Give him credit for fair endeavor,

Make him your friend till he proves untrue,

He may be worthy your trust forever,

Brand him not till he's false to you.

EDGAR A. GUEST.



*Service Means to Do Something of Benefit to Another.*

## Where Teamwork Scored

**Phil Reisman, District Manager, Installs New and Profitable System in Booking for His District**

**By G. M. Spidell**

A plan whereby accurate information as to location and open time of prints on the most active subjects of group five and all of group six has been worked out and put into operation in Minneapolis, Des Moines, Omaha, and Sioux Falls under the supervision of Mr. Reisman.

Every Saturday the Booker at each of the above exchanges posts his bookings on the most active subjects in group five and all subjects of group six released to date, for the succeeding five weeks on form 5-B, making three extra copies, one of which is then sent to each of the other three exchanges.

Thru this medium each Booker in the district is placed in possession of knowledge as to where and when he can borrow a print within his own territory and play out his contracted time quicker, also make spot bookings that he could not take without this information, thereby bringing in good revenue that would otherwise be lost. Further, he is in a position to tell the exhibitor just what he can do and when, giving a quality of service commensurate with Paramount standard.

There is also another very important result obtained by this plan. Time is saved; money is saved by eliminating the writing of letters, sending of telegrams and long distance telephone conversations in order to obtain the very data that little form 5-B now brings every Saturday without any pomp or ceremony, fussing, worrying, sweating or empty hoping.

This is one more milestone added to the steady advancement toward perfection of our Department of Distribution.

Our heartiest congratulations to District Manager Reisman, Branch Manager Strief and his Booker of Minneapolis, Branch Manager Nichols and his Booker of Des Moines, Branch Manager Thomson and his Booker of Omaha and Branch Manager Leak and his Booker of Sioux Falls.

District Managers, Branch Managers, and Bookers, get busy—inaugurate this plan in your territory—take advantage of the other fellow's aid and give him yours. The time required to prepare the record weekly will be saved over and over by the elimination of correspondence and wiring in vogue today. You will find your problems easier to solve with this information at your fingertips always. Snap into it.

Teamwork and co-operation are the backbone of success.

Ye Editor hopes to hear from you shortly as to how you have mastered this new forward step.

## In London



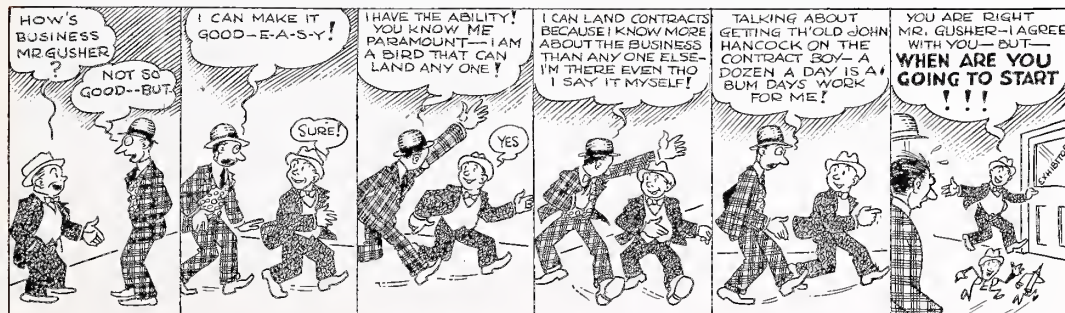
**Adolph Zukor**

This, by the way, is the latest photo of our President, Adolph Zukor, and was taken just outside of Paramount House in London—headquarters for our organization there.

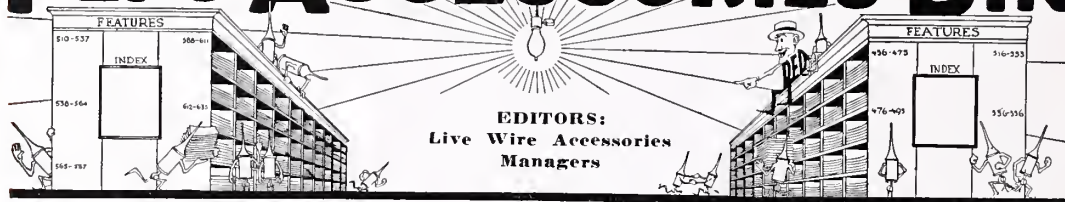
It is discernible from this photo that Mr. Zukor profited by his trip, as he is the picture of health and he says that he feels just as well as he looks.

Mr. Zukor attended the opening of "The Covered Wagon" at Chicago last week and returned with most enthusiastic reports on the première.

## Did You Ever Run Across One of These Birds?



# PEP'S ACCESSORIES BIN



## Talks by "Bernie" Freeman

Sales Representative, Sydney, Australia

**Editor's Note:** This is the fourth of a series of articles written by N. B. Freeman that have proved immensely interesting.

Since the first of the year we have been making our Press Books similar to the American ones; that is, a Press Book on each production; whereas in the past what were known as Service Books were made up, consisting of a whole month's releases in each book. These Service Books were mailed to all Exhibitors each month. Under the present system Press Books are forwarded to Exhibitors only when bookings are made for such pictures.

Mr. H. Flynn is responsible for the getting up of Press Books and, in fact, all accessories.

Mr. Powis is the artist and responsible for sketchings, designs for slides and all work necessitating art. Under Mr. Powis is his assistant, Mr. S. Bodking, who does all title cards work and turns out, personally, sixty to one hundred title cards per day. The majority of this work is for our Batavia territory, and is in the Dutch language.

All these Departments come under the jurisdiction of Mr. Albert Deane, who is Manager of Publicity.

Our Photographic Department is under the direction of Mr. R. Winch, who is responsible for all photographic requirements such as the making of 8 x 10 photographs, slides and calico signs.

Heralds are made locally for such productions as we believe there will be a demand for, and which usually are Long Run Productions. It has been the custom to forward to each exchange a block from which they make up their own supplies as exhibitors require them, and charge 18/6d per thousand. We also imprint on these heralds the name of Exhibitor's theatre, and dates of showing.

## 50,000 Rotos

Thru the cooperative efforts of John C. Flinn, in charge of "The Covered Wagon" production, Bill Dansiger, Chicago Exploiteer, and J. J. Hess, Chicago Accessories Manager, a famous Boston store in Chicago has agreed to use 50,000 roto sections, utilizing them by putting one with every bundle sent out and issuing one for every sale across the counter.

This means that approximately 150,000 people are reading that roto section.

## Accessories Managers

THIS IS WHERE YOU STOOD FOR WEEK  
ENDING APRIL 21

(Based on percentage of accessories quota delivered)

1. NEW ORLEANS
2. BOSTON
3. WASHINGTON
4. DALLAS
5. CHICAGO
6. MILWAUKEE
7. PEORIA
8. BUFFALO
9. MAINE
10. PHILADELPHIA
11. ATLANTA
12. SALT LAKE
13. LOS ANGELES
14. JERSEY
15. OKLAHOMA
16. SIOUX FALLS
17. NEW YORK
18. COLUMBUS
19. CLEVELAND
20. CHARLOTTE
21. PORTLAND
22. WILKES-BARRE
23. MINNEAPOLIS
24. NEW HAVEN
25. KANSAS CITY
26. DES MOINES
27. ALBANY
28. PITTSBURGH
29. ST. LOUIS
30. OMAHA
31. SEATTLE
32. INDIANAPOLIS
33. SAN FRANCISCO
34. CINCINNATI
35. DETROIT
36. DENVER

## DIVISION PERCENTAGES

SOUTHERN	1.19
DIVISION 1	1.07
DIVISION 2	.91
DIVISION 3	.84

## Over the Top

There are now 16 Exchange Accessories Departments that are OVER the quota line. Come on, you 17 others—pull yourselves over that line.



## The Branch Manager and Accessories

Last week a sales meeting was held in our Seattle office and conducted by George P. Endert, Branch Manager.

In addition to the Branch Manager, salesmen, booker, exploiter, and accessories manager sat in at the meeting.

After a thorough discussion on sales. Mr. Endert took up the subject of accessories and laid special stress on the importance of properly fostering the idea of advertising all Paramount Pictures in their respective zones.

K. Krueger, Accessories Manager, then gave a snappy accessories talk and reviewed with those present each item of accessories of the "THIRTY-NINE."

It is needless to say everyone present was imbued with a goodly portion of enthusiasm on our advertising matter and pledged additional support and sales on accessories from their zone.

It is only natural that when one zone produces an increase, even if it is only a very small bit—the result will be amazing on accessories sheets for that exchange.

Briefly, it shows that when accessories managers are given a chance to tell their story at meetings of this kind, it not only benefits the accessories sales sheets and the general standing of the exchange, but it means a bigger effort is being put forth in advertising our product, and after all, boys, that's your job, for when the exhibitor advertises he gets results—when he gets results he is satisfied, and when he is satisfied you have paved the way to future sales.

## The Results of Cooperation

It is now proved a fact that our Los Angeles office, as well as many others, are firm believers in that firm cooperative spirit from every angle, especially sales.

M. C. Burles, Accessories Manager at that office, brings to our attention the results of the splendid cooperative workings of Arthur G. Pickett, the Exploiter there, who has always considered accessories sales a most valuable aid in the work of exploitation. As a result of Pickett's work among the exhibitors last week, he brought about some astounding accessories sales.

We say astounding for the simple reason that he broke the ice in most every place he visited and sold new items of accessories that were never purchased by those theatres before and while the individual orders were not so large, it put them on our accessories books.

He sold over three hundred window cards on his latest trip, thirteen thousand heralds and many stills. Of course these were all in excess of the exhibitor's regular order.

Then another example of cooperation in this exchange is the work of Frank Wassman, Accessories Stock Clerk, who has been checking percentage engagements on "Knighthood" in the evenings and while there selling the idea of using fourteen insert frames with the cards.

Roy Price, another stock clerk, sold the idea of using window cards to a small town exhibitor. The result—an initial sale of fifty window cards on "Bella Donna."

Salesman Wilson stuck to his pledge to the Accessories Manager one hundred per cent cooperation and sent in an order for over one hundred dollars' worth of accessories from two towns on one production.

Thus—this tells the story of the real necessity between cooperation in every department.

# WHAT ABOUT APRIL AND MAY?

## "A Trip Thru the Morgan Plant"



When the sketch arrives at the plant, it is first photographed. A slide is made and projected on a tracing sheet the exact size of the finished poster. The artist then traces the key-line and outlines the picture with crayon.

This tracing is then rubbed down on the plate, leaving the impression of the sketch. The black artists then draw the figures in detail exactly as on original sketch. The letter artists do the lettering.

Above we show you the poster artists in a group and at work.

# In the Foreign Field



## Paramount Puzzle Contest in Mexico

Through the medium of popularity, dancing and puzzle contests, street and window exploitation, lobby decorations and the establishment of special program features at the Olimpia Theatre, our first-run house in Mexico City, our business in the Southern Republic has shown a healthy increase in recent weeks, while the Mexican public has acquired much valuable information concerning the prestige of Paramount Pictures.

One of the most popular of the contests conducted was a star puzzle contest which had to do with the unraveling of the identities of nine of the Paramount stars whose mutilated photographs appeared in the columns of *El Universal Grafico*, a leading illustrated publication. The contest was started on March 4th and closed on April 9th, the faces of Dorothy Dalton, Gloria Swanson, Jack Holt, Bebe Daniels, Thomas Meighan, Betty Compson, Agnes Ayres, Mary Miles Minter and Rodolph Valentino each appearing for four days in the newspaper. More than 20,000 replies were received during the month, the winners of the contest being given passes to the Olimpia Theatre as well as other prizes.

*El Demócrata*, a prominent daily newspaper, has been conducting a drive to select a girl to visit the Lasky Studio in Hollywood as the guest of the newspaper. Each day columns of reading matter is given the progress of the voting, and in all of this space Paramount is given proper credit as a collaborator in the contest. The votes cast to date have broken all records for such a contest in Mexico, the reading public having taken a tremendous interest in selecting the most beautiful girl for the extended visit to Hollywood.

## In the Alpine Country



The above photo shows a theatre in Switzerland, prominently displaying two Paramount trade marks and Cecil B. De Mille's "Fool's Paradise."

In fact we have yet to see theatres in any of the foreign lands that do not give our trade mark every prominence—it is evident that they appreciate its power and value.

## In Japan



When you talk of beautiful theatres, you must not forget that the realm of theatres which we pronounce as real high-class ones does not pertain to our own country alone.

The above photo will demonstrate this statement in showing the Imperial Theatre in Tokyo, Japan.

This is part of the Imperial Hotel and it is needless to say is beautiful and attractive in every respect.

It is in this theatre that "Blood and Sand" was presented for the first time in Japan last February.

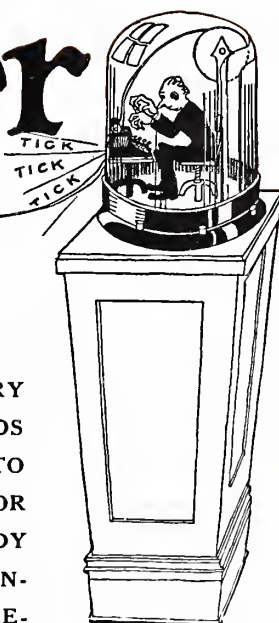
Tom D. Cochran and Bob McIntyre, both of whom were sent to Japan by E. E. Shauer, Director of our Foreign Department, have made enviable records for themselves and have proved one hundred per cent Paramount boosters in Japan.

## Doings in the Office

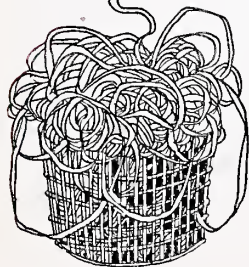
O. R. Geyer and Dept. moved back in former Cosmo. offices . . . Translating Dept. to be moved also . . . more room needed.



# Pep's Ticker



"COVERED WAGON" MAKING HISTORY IN NEW YORK, CHICAGO, AND LOS ANGELES . . . CECIL B. DE MILLE TO BUILD LARGEST SET IN HISTORY FOR "TEN COMMANDMENTS" . . . EVERYBODY GETTING ALL PRIMED UP FOR THE CONVENTION . . . K . . . G . . . D . . . BOZEMAN BULGER ENGAGED AS LITERARY SCOUT BY MR. LASKY . . . WESLEY RUGGLES, DIRECTOR, AND AGNES AYRES, STAR, HAVE RETURNED WITH THEIR COMPANY FROM FLORIDA, WHERE THEY HAVE BEEN MAKING EXTERIORS FOR "THE HEART RAIDER" . . . TONY MORENO IS PLAYING IN "THE EXCITERS" AND NOT "THE HEART RAIDER" AS STATED IN PEP LAST WEEK . . . F . . . T . . . Y . . . LOTS DOING AT THE WEST AND EAST COAST STUDIOS . . . B . . . V . . . D . . . RALPH INCE HAS A BIG SET FOR DOROTHY DALTON'S PICTURE AT THE STUDIO THIS WEEK . . . A. ESKIN, COLUMBUS SALESMAN, VISITED H. O. LAST WEEK ON VACATION . . . OSCAR MORGAN IS BACK WITH US AGAIN . . . GOES INTO THEATRE DEPT. UNDER HAROLD FRANKLIN . . . WELCOME BACK, OSCAR . . . BILL COHILL, CASTING DIRECTOR AT L. I. STUDIO, HAS HIS HANDS FULL THESE DAYS—SIGNS UP 250 EXTRAS FOR RALPH INCE, DIRECTOR OF DALTON PICTURE . . .



## *Killing Time Is Not Murder—*

### Folks From Our New Jersey Exchange



We take great pleasure in presenting the members of our New Jersey Exchange, the newly formed office, to take care of the Jersey State business.

They are friendly neighbors of the New York Exchange family, who occupy a different office in the same building.

H. H. Buxbaum can be seen in the left foreground—try and find him.

### Catching the Public Eye



This is the way Jack Mason, Salesman in Zone 2 of our Wilkes-Barre Exchange, lets the people know he represents Paramount Pictures.

Mason ducks in and out the streets in the small towns of Pennsylvania and his car as well as himself are becoming by-

words in that section of the country.

### Moritz Gets a Bill

Allan S. Moritz, our Buffalo Branch Manager, recently sent salesman Elliott to Hornell, New York, with instructions not to leave there until he landed a contract.

A few days later Al received the following letter from the exhibitor there.

Mr. Moritz to C. S. Smith:

Office rent at Hornell for Mr. Elliott..... \$7.50  
Auto hire at Hornell for Mr. Elliott..... .50  
Auto hire at Hornell for Mr. Elliott..... .50

\$8.50

Kindly send check by return mail as we close our books Friday afternoon.

EDITOR'S NOTE—This is the best proof in the world that salesman Elliott camped there as instructed.

### Columbus Calls

By "Abie" Krimmel

Miss Nellie Beauchamp has assumed the duties of Chief Accountant. Miss Beauchamp has a great deal of experience, having resigned a similar position at the Deshler Hotel Co. to join the Peppy Paramount Picture Pushers.

Manager Harry W. Dodge and his high-powered Maxwell are cutting the dust over the highways these days, bringing the straggling exhibitors into the fold.

Thanks to the Cincinnati gang for bringing us J. Maurice Ridge's cognomen, which the Cincinnati newspaper gang hung on him years ago—Deacon. Oh, Mr. Ridge! how did you ever get it?

Mrs. Edith Warshauer, Stenographer in the Booking Dept., loaned the Pep Club her piano. Thank you, Edith, we certainly enjoy it.

Mr. Eddie Stuckey has been transferred to the Booking Department. Mr. Everett Moore is now helping Carl in the Shipping Room.

"THE COVERED WAGON" and "Dan Roche" have been here. It made a big hit.

**Our sincere sympathies are extended to Hilda Roth of our Home Office Exploitation Department in her recent bereavement in the loss of her father.**



## It Is Suicide

### Winnipeg Notes

By Miss L. Margolis

The Winnipeg Pep Club enjoyed an evening together Saturday, April 14. Screening, contests, dancing and refreshments were the order of the evening. Two beautiful prizes were given to the lady and gentleman who got the highest number of points in the contests. Bob Hutchisson, Shipper, carried off the gentleman's prize, while an invited lady guest carried off the other prize.

Late news—Mr. Akers and Mr. Ferte arrived on Monday morning from Toronto.

Weather conditions: Saturday—Winter. 6 inches snow.

Monday—Summer. Snow gone. Too warm for light coats. Beat this if you can!

### Call of the North

VIA MINNEAPOLIS

per Hellman

L. H. Cohen is proving an eminent running mate to Jack Lorenz up Dakota way. It takes a brave guy to buck that territory.

Irv. Fisher took one look at the accessories quota, another at his new brief case and then snickered. Let 'em have both barrels, ol' chappie.

Not much stirring this issue. Everybody too busily engaged. What gluttons for work these mortals be!

Oh, well, if that isn't news—

Adios.

### A Southern Trio



Here are three m a i d s from the Sunny South who hold forth at the Atlanta Exchange.

This famous Atlanta trio, reading from left to right, are: Miss Rosalyn Martin, Film Record Clerk; Mrs. Ola Higgins, Chief Inspector; Miss Louise Payne, Contract Dept.

### In the Mail

It is only natural that very many interesting and unique letters find their way in a large corporation such as our own, and among the latest is the following received by Mr. Adolph Zukor from a gentleman in the Philippine Islands:

"Dear Sir"

Please excuse me for disturbing you in your magnificent work which is destroying one of the most ascential factor for a human being time. I frankly believe that in this wide great world your are the greatest of all living editor in U.S.A.

Sir will you please give the pictures of this following name are Lila Lee, Ethel Clayton, Jack Holt, Elsie Ferguson, Bebe Daniels and Norma Talmage.

So please dearest trust me for I am waiting your answer by the next return mail.

Thanking you in advance,

Sincerely yours  
NARCISO CABASURA

## New York Exchange Personnel



Above is a photo of the personnel of our New York Exchange, friendly neighbors to the New Jersey Exchange, housed in the same building.

Mr. Buxbaum, District Manager, is the 'big' man second from the left.



## Shirk's Gossip of the Studio

By Adam Hull Shirk

Gosh all hemlock!

If there's a square foot at the Lasky Studio that isn't covered by a set or occupied by an actor or director or somebody, I'd like to see it. Rush, bustle, everybody going at top speed and all the human dynamos buzzing, buzzing—

No wonder there's pep in the air that even low hanging clouds over Hollywood, presaging rain, fail to discourage.

Here's the line-up:

"Bluebeard's Eighth Wife"—Gloria Swanson, star; a Sam Wood production adapted to the screen by Sada Cowan from Charlton Andrews' version of Alfred Savoir's play. Gloria all wrapped up like a mummy, dancing until almost ready to drop—in a big Egyptian scene! Doesn't that sound appealing? And all kinds of intimate episodes between Gloria Swanson and Huntly Gordon, the latter playing the husband, muchly married—previously. Theodore Kosloff aided in the arranging of the Egyptian dances, bringing his own pupils to work in the ensemble. Costumes—gorgeous! Julia Crawford Ivers, Production Editor. That's that!

Next—"Children of Jazz," Jerome Storm directing. Featured: Theodore Kosloff, Ricardo Cortez, Eileen Percy, Robert Cain. Beulah Marie Dix did the adaptation from Harold Brighouse play. Ralph Block, Production Editor. Wild Xmas party—Kosloff as one of the lovers returns after a long time and finds his sweetheart in arms of another man. Lots of excitement, jazz, jazz, till you can't rest—and then some contrasting scenes. Also lots of snow and ice and winter stuff. A picture with pep, punch, pulchritude, and everything!

And then—

"Fair Week," Walter Hiers, star; Rob Wagner directing; a story by Walter Woods, who also supervises. Constance Wilson, sister of Lois, leading woman. Carman Phillips as the vamp. Big scrap in church belfry between Hiers and Earl Metcalf. Company now back at studio and shooting away for dear life, after several weeks at Pleasanton, Cal. Everybody keen on the picture, which is said to bristle with situation, sparkle with comedy and has as good measure some lovely bathing girls!

So we next have—

"The Silent Partner," featuring Leatrice Joy, Owen Moore and Robert Edson. A Charles Maigne production, Ralph Block, Production Editor, adapted by Sada Cowan from Maximilian Foster story. Elaborate drawing room scenes made where Moore is offering to bet \$1000 on a throw of the ivories. A big modiste shop that is a regular show in itself. Leatrice stunningly beautiful in a marvelous gown that your humble scribe cannot even begin to describe. It's a sort of orange color with white fur trimming and fits like the paper on the wall—that's all.

After which let us consider—

(Continued on page 15)

## Who Said Palm Beach?



On looking at the above photo you will be convinced that the wonderful Palm Beach, Florida, has spots other than the beach, beautiful hotels and attractive palm-laden roads. The photo shows the "Fog Bound" company making exteriors at the Everglades near Palm Beach, Fla.

Irvin Willat directed this picture and Dorothy Dalton and David Powell were featured.

Kind of tough on the leading characters in this picture, we'll say, for they were the only ones who were not allowed to wear boots.



## Fog Bound

WITH MATTY COHEN

(Long Island Studio)

We were on location down at Palm Beach, Fla., when it happened. The star of our picture was Miss Dorothy Dalton, the director Irvin Willat. Mr. Willat was showing a little pickaninny how to fish—and broke the kid's pole. The boss took one look at the youngster's overcast face, and immediately sent into town for a new fishing outfit. The boss asked the kid how he liked his gift, and here's what followed.

The Kid: It sure is fine, suh.

Willat: Is that all?

The Kid: Well—it's pretty fine.

Willat: Is that all you think of it?

The Kid: I sh'd of said pretty damn fine, suh.

Willat: That all?

The Kid: Missah Willat, suh, there ain't nuthin' better 'n pretty damn fine!

Herb Mercer, our property man, is a great lover of those little round peppermints with the hole in the center, and always has plenty of 'em on hand. One morning we were taking some water shots on a speed boat called the "Crawler." We were crawling along at about fifty—when we struck a sand bar. There was much excitement, but our noble property man remained calm through it all. Art Reed, our second cameraman, remarked on Herb's coolness. "Say Herb," he asked, "weren't you afraid of drowning?" "I should say not," answered Herb, "I had a pocket full of ——— Life-savers."

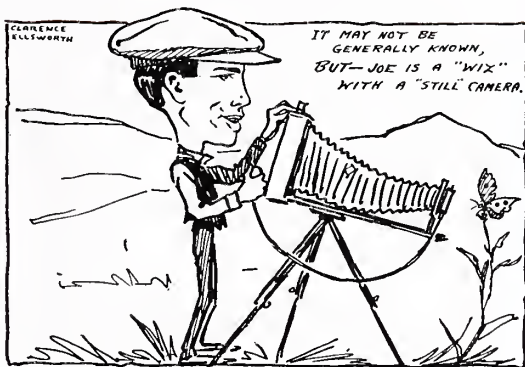
Let me introduce—George (Butch) Merkle, gentleman grip and philosopher. We were seated on cypress roots, knee deep in the mucky swamps, eating our lunch, when for no reason at all Butch began to "philosophize." With one eye on his lunch and the other on the boys, Butch remarked dramatically, "The lips that touch liquor shall never touch mine!" Bob Levison, our Scenic Artist, giggled. "Your what?" Bob asked. "My liquor," shouted Butch.

We were working in a large orange grove, when a young colored chap applied to Otto Brower for a job; Otto, by the way, being our assistant director. The colored boy, after extolling his virtues, told Otto that he was the possessor of a violin, a banjo, a saxophone, a trombone and a square pinanner. "That's very nice," said Otto, "but tell me, do you play them all?" "No, suh; I don't," was the reply. This amused Otto, who asked, "Then why collect all those instruments?" The colored boy rolled his eyes ecstatically and sighed, "Suh! I'se musically inclined!"

We take this means of thanking Miss Dalton for the wonderful dinner-dance she gave us the night before our departure for home and the "Zukor lot." Beginning with a real southern dinner with all the well-known trimmings and winding up with a marvelous dance orchestra, our beautiful and talented star left nothing undone to make the night a perfect one. And when the orchestra appropriately played "Three o'Clock in the Morning," Miss Dalton saw to it that there were plenty of cars to take us back to our hotel in comfort.

## Laskyville Villains

No. 8. Joseph Henabery



Here we are making a villain out of Mr. Jo Henabery, and I suppose he'll never speak to us again, and it's all on account of this fellow Clarence Ellsworth, who draws the pretty pictures for our Laskyville Villains. This morning we had lots of villainous things to tell about Mr. Victor H. Cark, who is now Mr. Lasky's assistant at the Coast, and was once the head of the Long Island Studio, but we have to let that go till next time because the ultimatum was given that there will be no more pictures until Joseph Henabery's is drawn. What can a fellow do when dealing with temperamental artists like Clarence Ellsworth and Vincent Trotta?

To come back to the villainous Joseph Henabery, there's not a thing villainous about him! He's one of these easy-going-knowing-what-he-wants-and-getting-it fellows, and he's never cranky and he's never hollering and we can't give him any wild press agent talk, because there's none of it around him. He did play "Abraham Lincoln" once in the "Birth of a Nation," but that's not a Paramount Picture, so how can we talk about that? He did just finish "Sixty Cents an Hour" and in it fired Walter Hiers a few times, and every time he fired him he hired him over at a hirer (?) price, so where's the gain there?

Take it from Clarence Ellsworth, then, that "Jo Henabery is a fine fellow," and gol-derned if the cartoonist doesn't stick to it!

—M. B.

## Explaining the Works



It is only natural that this young lady who plays the rôle of Angela in "Hollywood," James Cruze's production, would be curious about the inside works of the studio camera and is here being shown such by Carl Brown, James Cruze's cameraman.

## Largest Set in History for De Mille's "Ten Commandments"

The largest exterior set ever built and the largest number of people ever carried on a motion picture location, it is said, will be outstanding features of Cecil B. De Mille's forthcoming film version of "The Ten Commandments," which is scheduled to start May 1.

The city of Rameses II, the great Pharaoh who reigned at the time of the Decalogue, will be built in a desert location, hundreds of miles from Los Angeles. The front of the city will cover, it is said, nearly three times the area of the famous castle set in "Robin Hood." Over 2,000 actors will be employed in addition to hundreds of carpenters, technical aides, horses and camels.

A modern tent city to accommodate several thousand will spring up overnight on the desert as a temporary home for those who will play as Hebrews and Egyptians in the Biblical cut-backs of the modern story constructed by Jeanie Macpherson around the Decalogue.

"The Ten Commandments" will take over five months to produce. For the Biblical episodes thousands of costumes are now being prepared in an annex to the De Mille wardrobe established on the top floor of the old Lasky laboratory. Chariots are being built by a crew working day and night, while an entire harness shop has been established to make hundreds of saddles such as were used in the days of the Old Testament. The entire force of a wig-making establishment is busy preparing hundreds of historically correct hire-sute accessories.

Where the city of Rameses II will be established has not yet been decided upon. Assistant Director Cullen Tate and Cameramen Bert Glennon and Edward S. Curtis have scoured all of Western America in search of country similar in appearance to the deserts of Egypt and the Holy Land.

Decision is still pending as to the cast who will play out the ancient and modern episodes of De Mille's undertaking. It is expected that an announcement will be made within a fortnight. The producer is said to be making a careful survey of all available acting talent for this picture. It is certain that in a production on which so much money is to be spent the players chosen will be among the most distinguished in the picture world.

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### Bozeman Bulger Engaged as Literary Scout

Bozeman Bulger, *Saturday Evening Post* writer and for the last few years literary scout for George Horace Lorimer, editor of the *Saturday Evening Post*, has been engaged by Jesse L. Lasky to act as a literary scout for the production department.

It will be Mr. Bulger's duties to get in touch with authors and dramatists for the development of ideas that may grow into stories for our pictures.

Mr. Bulger for a number of years was the baseball writer for the *New York Evening World* and has an unusually wide circle of friends among the novelists, dramatists and publishers of the country.

### Gowns Galore for Hope Hampton

Hope Hampton will shine in transcendent splendor in the gorgeous variety of beautiful gowns which she wears in Allan Dwan's latest production, "Lawful Larceny." Never before in her motion picture career has Miss Hampton worn such an array of clothes as in the picturization of this stage play. She wears ten different creations, ranging from exquisite negligees to bizarre evening gowns.

---

### Ruggles Company Back

After a month in Palm Beach and Miami, Florida, taking exterior scenes for "The Heart Raider," Director Wesley Ruggles and a company of players headed by Agnes Ayres and Mahlon Hamilton have returned to our Long Island Studio to complete the picture. Other members of the cast who were on location were Charles Ruggles, Marie Burke, Charles Riegal, William Nally, Marie Olivet, Frances Greenleaf and Pauline LeGros.

Jack Cunningham, who adapted "The Covered Wagon" for the screen, made the adaptation of "The Heart Raider" from a story, "Arms and the Girl," by H. R. Durant and Julie Herne. Charles Schoenbaum is photographing the picture and W. J. Scully is Mr. Ruggles's assistant.

---

### The Astoria Lot

With the coming of the bright sunny days of spring an outdoor lot has been established in connection with our huge studio at Astoria, L. I. The first scene to be filmed on the lot, which is directly behind the studio, was a French street scene for Dorothy Dalton's latest picture, which Ralph Ince is directing from an adaptation of the play, "Leah Kleschna." A little corner of the Montmartre of Paris was reconstructed at the back door of the studio for the action of this particular sequence in the picture. It showed a typical Parisian vegetable vender's stand, one of the familiar kiosks that are seen at the street corners in Paris, a row of low stone buildings, and the ever-present cobblestone pavement.

The new outdoor stage has been christened the "Astoria Lot" in the parlance of the stage hands and property men. It will be used in the future for all street scenes and foreign exteriors which have to be built at the studio.



## To Head Camera Department



Cecil B. De Mille has decided that the above two gentlemen are to head his camera department at the West Coast Studio.

Bert Glennon on the left, who is a graduate of Stanford University, together with Edward C. Curtis, the famous Indian photographer, will be in charge of this department.

Mr. De Mille made a thorough study of various cameramen in our organization and decided on these two gentlemen on account of their past performances and general knowledge of cinema photography.

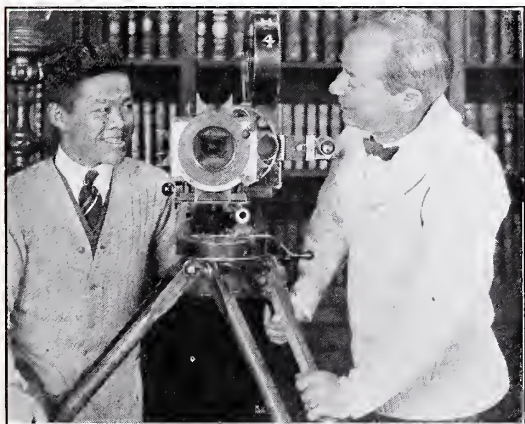
It will be remembered that Bert Glennon portrayed marvelous photography in such pictures as "Burning Sands," "The Woman Who Walked Alone," "Java Head," "Ebb Tide" and others.

His general knowledge is based on long experience as an actor, property man, laboratory chief, film editor, cutter and finally photographer.

Bert is a past master on lighting effects.

Edward C. Curtis needs no introduction, for his name has reached all points of the globe for his exceptional ability on outdoor photographs, especially pertaining to Indian life.

## Director and Cameraman



Here is Jimmie Howe, the only Chinese cameraman, shown with Director Herbert Brenon. The picture was snapped between scenes of a recent picture at the West Coast Studio.

By the way, Director Brenon says Jimmie is a "whiz" at the lens.

## Shirk's Gossip—

(Continued from page 12)

"The Cheat"—Pola Negri, star; Jack Holt featured; Charles de Roche in support. A George Fitzmaurice production adapted by Ouida Bergere from the story by Hector Turnbull. Scenes this week jail interiors, prince's study and boudoir of the star. The courtroom scene this week where Pola Negri discloses the brand and confesses her guilt. Massive picture, massive sets, high emotional acting—the kind that makes the players limp as rags after a scene is over. Intense—you know! But what a kick the public will get out of it!

We have next to offer—

"The Woman With Four Faces," a Herbert Brenon production with Betty Compson and Richard Dix. Adapted by George Hopkins from Bayard Beiller play. Julia Crawford Ivers, Production Editor. More thrills! Gosh, there's no end to 'em. Jimmy Howe, the Chinese cameraman, went up to San Francisco and sailed over San Quentin prison in a plane, dropped to within ten feet of ground—scene showing prisoner being stolen from prison by an aeroplane. Back in studio—close up scenes—some pathetic moments and then more thrills. For an out-and-out dyed-in-the-wool, high-class melodrama, made like a Rolls-Royce car—this is the goods. You can't find a better one.

But there's more yet—

"Hollywood" produced by James Cruze, who made "The Covered Wagon," now going strong at Grauman's Hollywood Egyptian Theatre. Adapted by Thomas Geraghty from Frank Condon story. Walter Woods, Production Editor. Allan Hale, Bull Montana, and Lawrence Wheat added this week. The cast now reads like the Studio directory. All of the big ones in it and more to come. That chap James Cruze is a whirlwind—hardly necessary to say that after "The Covered Wagon." He worked early and late and everybody works with him because he has a personality that won't wear off.

Finally—

"Salomy Jane," George Melford production. Jacqueline Logan, George Fawcett and Maurice Flynn featured. Adapted by Waldemar Young, play by Paul Armstrong, story by Frances Bret Harte. On location at Boulder Creek, Cal. Bad weather held them up a few days, but now under way with a big lot of people, wagons, horses, stage coaches, etc. Exteriors of a '49 mining settlement. This will be a great show because it has all the humor, excitement and color of the days of the gold rush in California.

But shortly we start—

"The Ten Commandments"—Cecil B. De Mille production by Jeanie Macpherson—it would take a book to tell you all that is planned for this marvelous feature. And then there's the first of the Zane Grey productions, directed by Victor Fleming—"To the Last Man," no cast yet announced. Lucien Hubbard is Production Editor, Dorothy Schroeder adapting and Zane Grey will personally cooperate. They go to Tonto Basin, Ariz., the wildest place on the map, the exact scene of the story—to make the picture!

And that's all for this week!

## Directing a Director



Here is something new under the sun, a motion picture director directing a director.

Cecil B. De Mille turned actor for a day recently to play a part in James Cruze's production "Hollywood."

Mr. Cruze is seen explaining the act to Mr. De Mille and Jeanie Macpherson, scenario writer.

Both Mr. De Mille and Miss Macpherson were formerly players, but it has been sixteen years since Mr. De Mille quit being a leading man to direct pictures, while six years have elapsed since Miss Macpherson's last grease paint experience.

## Master of His Art



**Bill Saulter**

This will introduce Bill Saulter, the chief scenic artist at our Long Island Studio.

Bill is kept exceedingly busy these days handling the big drops that must be provided for many of the sets at the studio and also seeing that the proper touches were administered to the huge

Egyptian set for Allan Dwan's production, "Lawful Larceny."

## One of the Pioneers



**Eddie Durr**

This gentleman is none other than our friend Eddie Durr, electrician at our Long Island Studio.

Eddie, by the way, is one of the oldest employees; in fact, he was second electrician on the job when Famous Players Film Company started producing.

Eddie is just as strong for Paramount as he ever was and can tell you many things of interest about the old days.

## Chiefs Call at West Coast Studio



Upon their arrival in Hollywood for the opening of "The Covered Wagon," at Grauman's, a band of Arapahoe Indian chiefs who appear in "The Covered Wagon," Jas. Cruze's production, called upon the latter at the studio and renewed acquaintances. While "The Covered Wagon" was being made, Jim Cruze was adopted as a white brother of the tribe and was given the name of Chief Standing Bear.

Mr. Lasky can be seen holding one of the little Indian girls and next to him is James Cruze. At his left is Major T. J. McCoy, who is responsible for bringing the Indians down from Wyoming to participate in the opening of the production, April 10, in Hollywood.

They also acted in a picture with Mr. Lasky at the studio and were ushered in on a hotel set to register. Sid Grauman was behind the counter on the set and played the part of clerk. James Cruze brought them in one by one and introduced them to Mr. Grauman and Mr. Lasky.

Then the band was taken to Cecil B. De Mille's study, where they became deeply interested in the many curios of Mr. De Mille's collection.

## A New Member of the Family



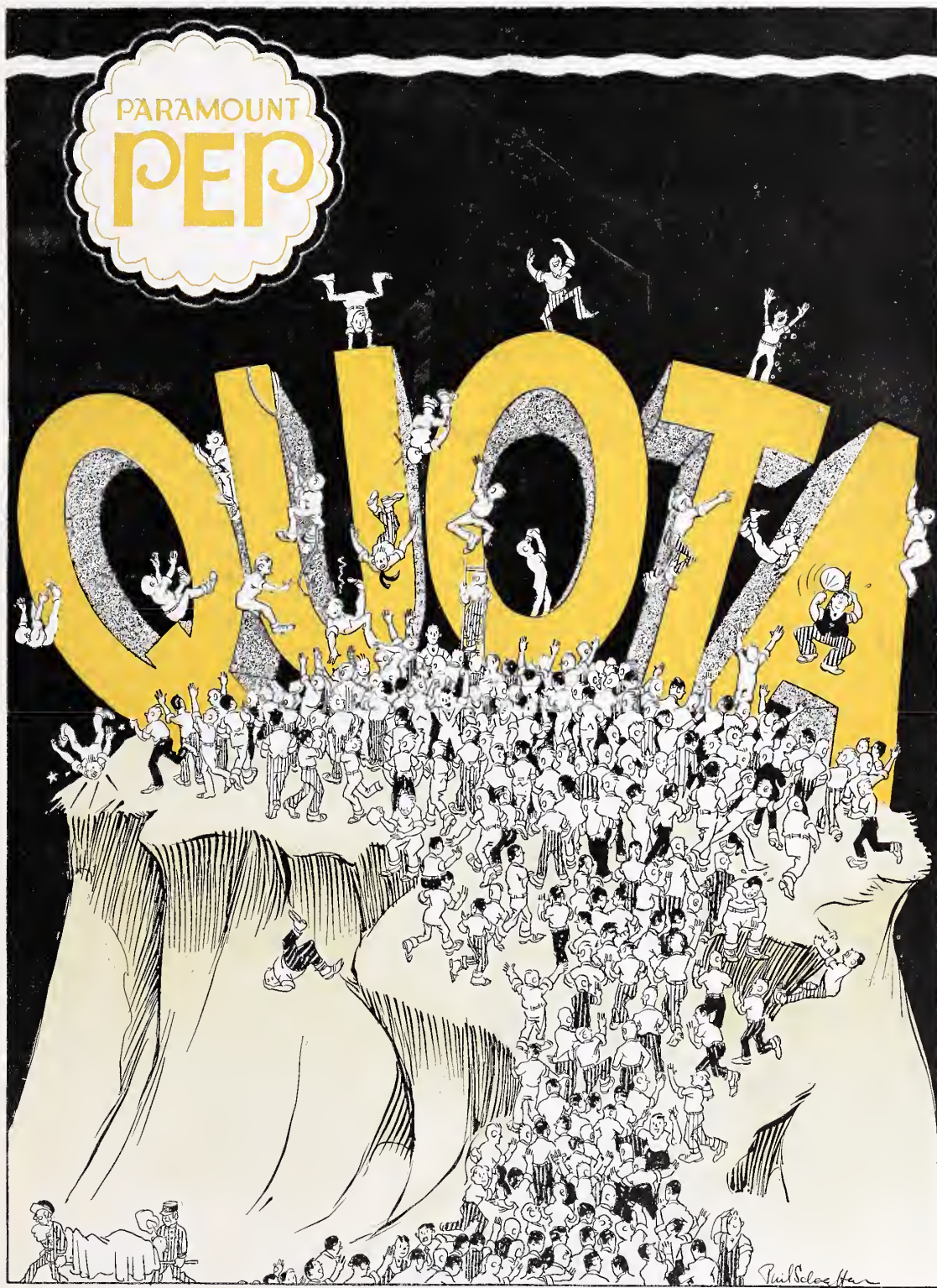
**Constance Wilson**

It is with a great deal of pleasure that we introduce the latest acquisition to our big West Coast Studio family—Miss Constance Wilson, sister of the charming Lois.

Miss Wilson's first real venture in pictures will be playing opposite Walter Hiers in "Fair Week."

This is not Miss Wilson's first venture before the camera, however, as she played a minor part in James Cruze's production, "The Covered Wagon."





You Must FIGHT To Conquer It

## Ballance Announces Convention Plans

**A Snappy Two-Day Session Planned at Pennsylvania Hotel With Entire Division One in Attendance**

On Tuesday morning, May 8th, at 9 A. M. sharp, H. G. Ballance, Divisional Sales Manager, will open the first series of Spring Conventions.

Promptly at the appointed hour will be roll call and then Mr. Ballance will give out the program for the two-day session.

The meeting will be held from 9 to 12:30, then luncheon in the dining room of the Hotel Pennsylvania and at 2:30 they will reconvene.

Tuesday evening will be open and Wednesday morning they will assemble at 9 A. M., opening with a talk by Mr. Lasky and Mr. Kent on production. In this talk they will outline the pictures that are to be sold on the first block of Group Seven.

On Wednesday afternoon there will be a special showing of "The Covered Wagon" at the Criterion Theatre for those sitting in at the convention and in the evening (Wednesday) a banquet will be held in the banquet hall of the hotel, commencing at 8 P. M.

Mr. Kent has delegated to each of the Divisional Sales Managers the opportunity of sharing with him the conducting of the convention in their respective districts, that is, Mr. Ballance taking New York, Mr. Weeks and Mr. Clark, Chicago, and Mr. Clark, Los Angeles.

During the convention, talks will be made by Messrs. Zukor, Lasky, Kent, E. E. Shauer, Ballance, Weeks, Clark, Frawley, Spidell, Claud Saunders, Mel Shauer, Botsford and McCarthy.

It is estimated that one hundred fifty people will be present at the New York Convention, which includes Home Office Executives, District and Branch Managers from Division One, together with the Salesmen, Exploiters, Bookers and Accessories Managers from the Exchanges in this division.

Messrs. Kent and Ballance anticipate one of the biggest and best New York Conventions ever held and are highly enthused over the new plans suggested by George Schaefer in bringing about the direct personal contact with the men in the field by assembling them in this manner.

### L. J. Writes F. J.

F. J. Murphy, Booking Manager of our Salt Lake office, is in receipt of the following letter from L. J. McGinley, relative to small town accounts in Montana territory:

Dear F. J.:

It is very gratifying to me to have these fellows such staunch supporters and boosters for us, for it was a long battle to get them to shoot with us. They were using other product, you know, features, yes; a complete show for a very, very low price. Now they are radiant over our wonderful product. You know these ads you read on Tanlax and Father John's—well, some of these exhibitors could write just such ads for Paramount. "OUR LIVES WERE UNHAPPY UNTIL I STARTED TO RUN PARAMOUNT." "MY WIFE AND I WOULDN'T SPEAK, UNTIL WE COMMENCED SHOWING PARAMOUNT," etc. No, kid, it's just that nice to listen to some of my converts and give them a chance to show their patrons the "real service." If it is a PARAMOUNT PICTURE IT'S THE BEST SHOW IN TOWN!!!

Trusting this information will be of use to you, and with kind regards, I remain.

### J. J. McCarthy Takes Over "Covered Wagon" Presentations in Legitimate Theatres

Adolph Zukor announced this week he had effected an arrangement by which J. J. McCarthy, widely known showman who was identified with the national success of "The Birth of a Nation" and "Way Down East," has been engaged to exploit and manage the legitimate booking presentations of "The Covered Wagon."

Mr. McCarthy has taken charge of the exhibition of "The Covered Wagon" in the Woods Theatre, Chicago, where it opened last week and is planning for a summer engagement of the picture at the Majestic Theatre, Boston, opening May 21st.

**"B"** *is for business*

*Which means contracts galore,*

*You bet I can do it*

*With more PEP than before.*





## An Ultimatum

Notes have come and notes have gone, but here's one which is a direct out and out ultimatum, issued by John Hammell of the Manhattan end of the New York Exchange.

In a letter to Mr. Ballance, Divisional Sales Manager, he said:

Dear Mr. Ballance:

While notorious for being of the skinking violet variety, the writer wishes to put himself on record right now—and this goes for Schaefer and all the biggest that you've got in your division—that the Manhattan end of the New York office will go over quota on the weeks of May 5th to June 2nd heavier than any office in your division.

Remember, we are not talking of quota now, we are talking of percentage over quota.

As Mr. Buxbaum once said on a historical occasion, "It is easy to make quota, but give me the man who kicks holes in it."

You can publish this to the wide world that the pride we have in putting our proposition over, plus the personal appeal which was contained in your letter to us on this drive, has reached every salesman in our office, and when the smoke rolls away some of your boys out in the sticks, such as Boston, Washington, Philadelphia, etc., are going to wonder where it all came from.

Very truly yours,

JOHN A. HAMMELL.

## Wobber in Town

Herman Wobber, West Coast District Manager, arrived in New York Thursday of this week and will remain here to attend the New York Convention. He will travel with the convention executives' crew to Chicago, New Orleans and Los Angeles.

It seems very good to see Mr. Wobber again for the atmosphere just naturally radiates with abundant pleasure when he is around.

## Think

Editor's Note—Below is the reproduced contents of a letter sent out to every exhibitor in the Portland, Oregon, district by C. M. Hill, Branch Manager:

### THINK

Dear Sir:

The other day I stood across the street from a certain theatre. Here is what I saw.

A dirty dilapidated house badly in need of paint. Dirty posters that had been used several times. Next to the theatre was a big sign with the word "THINK," and I thought—the picture shown by that house must be like the posters—worn out prints in bad condition. If the outside of the house is dirty, the inside must be dirty. There is no desire on my part to spend money to find out if this is true, when a gallon of white paint would have made a neat, attractive and inviting front. Nice clean posters would have created a desire on my part to see the show. I lost an evening's entertainment. The exhibitor lost the price of admission. How many other admissions are lost by this neglect?

THINK!

## Branch Manager Meets Branch Manager



When Mel Wilson, Branch Manager at Denver, visited the Oklahoma City Exchange recently, he was lured with C. N. Peacock to the exterior for a close-up.

On the left we have Mr. Peacock, Oklahoma City Branch Manager, and on the right Mel Wilson, Denver Branch Manager.

## Indians Wire Kent

Thru the efforts of John Clark, Divisional Sales Manager, and Louis Marcus, District Manager, over 2,000 Indians on the Western reservations had the pleasure of seeing "The Covered Wagon." Being duly enthused over the production they wired Mr. Kent as follows:

S R Kent

Genl Mgr of Distribution Famous Players-Lasky Corp'n 485 Fifth Ave New York NY

On behalf two thousands Indians of reservation wish to extend deepest appreciation for privilege of witnessing on Thursday and Friday evening special showing The Covered Wagon — Picture is perfect portrayal to Indians of hardships endured by white people moving westward to provide homes for families during early days of West's development — We hope it will portray to white people fact that was such acts of murder as committed by Sam Woodhull when asked by Indians to pay honest debt for having ferried him safely across Platte that often caused a wronged race to seek revenge such as is pictured in attack by Indians on Emigrants in The Covered Wagon — If this picture will have caused a better understanding of hardships and wrong suffered by both races it will have performed great mission.

Sincerely,

WILLIAM DONNER,  
Supt. Fort Hall Indian Agency.

The notice in the rooms of hotels which reads: "Have you left anything?" should be changed to "Have you anything left?"

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 MAY 2, 1923 No. 43

## Your Obligation

Cutting the line to new accounts has developed astounding and peculiar results.

It is astounding to the executives for the simple reason that the effect and results have been presented to them on a national basis.

Make every unsold possibility in **YOUR ZONE** your personal obligation. It represents your greatest opportunity for increased circulation.

It is only natural, because the account from the small town has not loomed up as a big one, as compared to some of their more profitable "on-the-face" accounts.

It is therefore imperative that each representative take into lasting consideration the astounding results of their little accounts as affecting our company asset column nationally. When you see this you will redouble your efforts for the small town account and perhaps get the other little fellow who is not now on our books.

It is not a question of comparing a \$200.00 a week account with a \$10.00 one but one of getting them both and raising the revenue from two comparative accounts to, in this case, \$210.00.

If each one increased \$10.00 a week on this go-getting plan, you could figure safely on a profitable increase in valuable revenue for the company.

Tax yourself again. Pay it off in additional business from your zone..

Supposing you do increase a certain account—don't allow that to offset the possibility of that prospect, for what better achievement could be chalked to your credit than to GET that increase out of the one account and then top it off by getting that seemingly small prospect?

Increase that small town business and Mr. You will increase with it.

Get the last two thousand towns.

Make the circulation bigger than ever.

Make every unsold possibility in **YOUR ZONE** your personal obligation. It represents your greatest opportunity for increased circulation.

New York—Chicago—New Orleans  
—Los Angeles—Conventions  
**WATCH 'EM GO**

## John and Tony



On a beautiful rainy Sunday Tony Moreno and John Clark journeyed to Philadelphia.

All thru the day PEP'S cameraman anxiously awaited a chance to get the above shot and toward evening it slowed down from a pour to a shower and the two gentlemen were caught with their smiles.

PEP'S cameraman in this case was "The Exhibitor," a snappy little book published in Philadelphia.

## The Prize Winner



H. Neil East

You remember that during the last Paramount Contest the Managers of District No. 3 put up a prize for the best Salesman in that district.

This is the gentleman who copped the bacon and is none other than our good friend and lively Salesman, H. Neil East.

Our hearty congratulations to Mr. East.



## Sell It With A Smile, And In A Few Words

### Appreciation

The following letter was received by Milton Hirsch, Manager of our Peoria Exchange, which speaks for itself:

Dear Mr. Hirsch:

As I have a few spare moments, I am going to drop you a line and let you know what I think of you as Manager of the Peoria Exchange.

The first thing that I want to say is this: the service that I have been getting out of your office is excellent, the pictures are in very good condition and your advertising department is very prompt in getting out my advertising—in other words, I can see nothing that any exhibitor could find fault with at your Exchange.

You, Mr. Hirsch, should certainly be appreciated by all exhibitors who are dealing with your office, as the courtesy and the fine treatment which we receive when in your office cannot be beat, and you are always ready to accommodate us. I want you to know how much Mrs. Bennett and I appreciate your service and friendship, and you can rest assured that as long as you are Manager of the Peoria Office, all my future business will certainly come your way.

Thanking you for past favors and with kindest regards to you and the boys, I remain,

Yours very truly,

L. J. BENNETT,  
Manager, The Liberty Theatre.

### Executives Shocked by Death of Emerson Hough

Executives at the Home Office were shocked recently to hear of the sudden death of Emerson Hough, author of "The Covered Wagon," at Evanston, Ill. Mr. Hough passed away at an Evanston hospital Monday morning following an operation for stomach trouble, performed last Friday, April 27th.

Mr. Hough, who was the foremost contemporary writer of American historical fiction, attended the opening performance of "The Covered Wagon" at the Woods Theatre in Chicago a week ago Sunday. It was there that he saw the picture version of his story for the first time and from the stage of the theatre he told the audience of his keen delight in the manner in which his work had been transferred to the screen by Director Cruze and his assistants.

His most recent story, "North of 36," now running serially in the *Saturday Evening Post*, was purchased by us a few days ago and preparations are now under way for its early production as a Paramount picture. At Mr. Hough's request the picturesque character of Jim Nabours has been assigned to Ernest Torrence, whose portrayal of Bill Jackson, the scout, is one of the outstanding features of "The Covered Wagon."

### For the Wounded Vets

Editor PEP,

My dear Editor:

I thought it might interest the readers of PEP to know how splendidly the girls of the Home Office carried on in the recent drive held by the Stage Women's War Relief to replenish their Entertainment Fund for the service men who are still in the hospitals. Volunteers to take up a collection were called for, and our girls responded immediately.

The drive was held Friday night, April 20th, in all the New York theatres. Our special field of operations was the Empire, where Miss Alice Brady, Paramount star, made an appeal to the audience. Afterward members of the Home Office Staff took up a collection and we got \$350 to help cheer the wounded boys.

It means a great deal when people who have been hard at work all day will sacrifice an evening of their precious leisure time with such hearty good will, and through PEP I want to express my personal appreciation to the following girls, all of whom, with two exceptions, are, or have been, members of the Home Office Staff:

Miss Abbott, Miss Craig, Miss Douglas, Miss Field, Miss Johannson, Miss Heise, Miss Henry, Miss McGovern, Miss Scott, Miss Schumann, Miss Weiner, Miss Winters.

Sincerely yours,

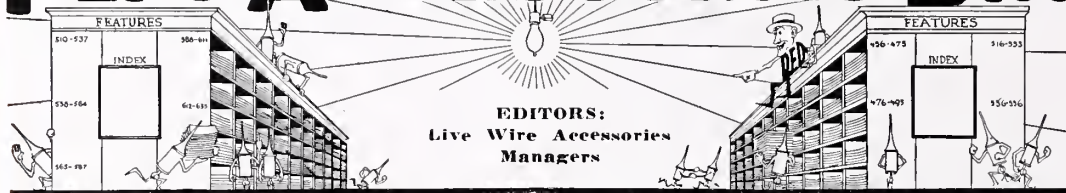
JULIE HERNE,  
Editorial Dept.

### PEP'S LIMERICKS-NO. 5



HERE'S A FELLOW WHO WONT  
STOP TO CHAT  
SIMPLY HURRIES ON-LEAVING  
YOU FLAT!  
THOUGH YOU CAN'T FIGURE WHY  
HE SHOULD THUS PASS YOU BY  
STILL THERE'S THIRTY-NINE  
REASONS FOR THAT !!

# PEP'S ACCESSORIES BIN



## Accessories Managers

THIS IS WHERE YOU STOOD FOR WEEK  
ENDING APRIL 21

*Reprinted with corrections*

(Based on percentage of accessories quota  
delivered)

1. NEW ORLEANS
2. BOSTON
3. WASHINGTON
4. DALLAS
5. CHICAGO
6. MILWAUKEE
7. PEORIA
8. BUFFALO
9. MAINE
10. PHILADELPHIA
11. ATLANTA
12. SALT LAKE
13. LOS ANGELES
14. JERSEY
15. OKLAHOMA
16. SIOUX FALLS
17. NEW YORK
18. COLUMBUS
19. CLEVELAND

20. CHARLOTTE
21. PORTLAND
22. WILKES-BARRE
23. MINNEAPOLIS
24. NEW HAVEN
25. KANSAS CITY
26. DES MOINES
27. ALBANY
28. PITTSBURGH
29. ST. LOUIS
30. OMAHA
31. SEATTLE
32. INDIANAPOLIS
33. SAN FRANCISCO
34. CINCINNATI
35. DETROIT
36. DENVER

### DIVISION PERCENTAGES

SOUTHERN	1.19
DIVISION 1	1.07
DIVISION 2	.91
DIVISION 3	.84

Nineteen exchanges were over the line for the above week. This is reprinted from previous issue with corrections.

## Accessories Managers

THIS IS WHERE YOU STOOD FOR WEEK  
ENDING APRIL 28

(Based on percentage of accessories quota  
delivered)

1. OKLAHOMA CITY
2. SEATTLE
3. WASHINGTON
4. CLEVELAND
5. DALLAS
6. NEW ORLEANS
7. WILKES-BARRE
8. ALBANY
9. PEORIA
10. BUFFALO
11. NEW HAVEN
12. ATLANTA
13. SALT LAKE
14. ST. LOUIS
15. SIOUX FALLS
16. PITTSBURGH
17. INDIANAPOLIS
18. DENVER
19. JERSEY
20. COLUMBUS
21. MAINE
22. LOS ANGELES
23. PORTLAND

24. DES MOINES
25. BOSTON
26. MINNEAPOLIS
27. KANSAS CITY
28. OMAHA
29. CHARLOTTE
30. MILWAUKEE
31. SAN FRANCISCO
32. DETROIT
33. NEW YORK
34. CINCINNATI
35. PHILADELPHIA
36. CHICAGO

### DIVISION PERCENTAGES

SOUTHERN	1.25
DIVISION 1	1.06
DIVISION 3	1.03
DIVISION 2	.95

### Correct!

Small Boy: "Say, pop, what makes a man  
give a lady a diamond engagement ring?  
His Father: "The lady."

—The Keystone.



## Talks by Bernie Freeman

(Special Sales Rep. in Sydney Australia)

### ACCESSORIES PRICES

For the twenty-two weeks ending December, 1922, the total accessories sales were 9% of the film rental. Does not this speak for itself? When I first learned of the prices we got for accessories out here, my mind reverted back to America and I recalled many cases where Exhibitors complained of the high prices they were paying for lithographs, photos, slides, etc. How would you like to be receiving the following prices for your accessories in America? These are the prices we get:

1-sheets, 1/6d, normal rate of exchange approx. .36.

3-sheets, 4/6, normal rate of exchange approx. 1.10.

6-sheets, 9/, normal rate of exchange approx. 2.19.

24-sheets, 25/, normal rate of exchange approx. 6.08.

daybills, £1 per 100, normal rate of exchange approx. 4.86.

fanfotos, 3d each, normal rate of exchange approx. .06.

All the above are sold to Exhibitors outright, and for the following, which are hired, to be returned immediately after use, the following prices secured:

22 x 28 photos, 1/ normal rate of exch. .24.

11 x 14 photos, 2/ normal rate of exch. .49.

8 x 10 photos, 2/ normal rate of exch. .49.

Slides 1/ each or set of 4, 3/ normal rate of exch. .73.

Calico hangers 24 x 6, £1 first use, normal rate of exch., 4.86.

Calico hangers 24 x 6, 5/ subsequent use, normal rate of exch., 1.21.

Calico hangers 12 x 6, 5/, normal rate of exch., 1.21.

Blocks or cuts, 4 column, 2/, normal rate of exch., .49.

Blocks or cuts 3 column, 1/6, normal rate of exch., .36.

Blocks or cuts 2 column, 1/, normal rate of exch., .24.

Blocks or cuts, single column, 6d., normal rate of exch., .12.

## He Couldn't Get Away from It

The other evening after everyone had left the Philadelphia Exchange, Lou Lang, Assistant Booker and formerly of the Accessories Department, caught an exhibitor in conversation which culminated in the sale of seventy one-sheets, a flock of 22 x 28 insert cards and mats and then to top it off sold ten gilt frames and insert cards for them.

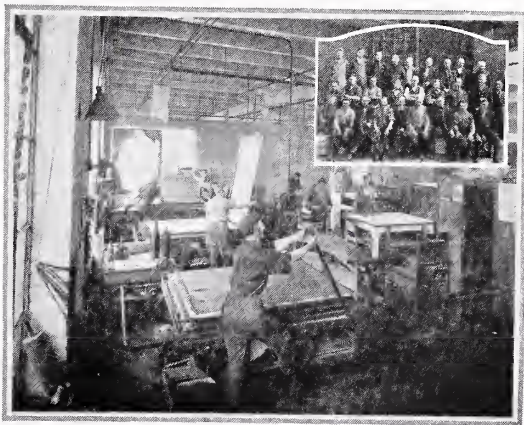
Lou just simply couldn't get away from the old accessories sales habit.

## Welcome, Poulton

Here's a hearty welcome to A. E. Poulton, newly appointed Accessories Manager at our New Haven Exchange.

We'll show you how he looks in a week or so.

## "A Trip Thru the Morgan Lithograph Plant"



Proving Dept.

The sketch coming from the black artists is etched on a plate and placed in a press for an impression, taken on paper proofs. These proofs act as drawings for the individual colors. One plate is made for each color. The color artists do not actually work on these plated in color but prepare the yellow plate for example, to receive the yellow tints from the sketch. Actual color is not applied until the sheets go thru the printing press.

Above we show the members of the Proving Department in a group and at work.

## Summer Preparation

Harv Neill, salesman of Zone 4 in the Pittsburgh territory, believes in summer preparedness—at least of convincing the exhibitor of such.

After a short, snappy sales talk, Neill is now receiving orders from the exhibitor for fanfotos to be used this summer as fans. Neill and his client are getting together and ordering small sticks to be placed on the bottom of the photos and having the corners rounded.

A perfect fan, we'll say.

Furthermore, coming attractions for the theatre will be advertised on the back of the fan.

This is a real idea and one that brings still another good sales argument for fanfotos.

## Deadwood Into Revenue

Donald J. Velde, Accessories Manager of the Peoria Exchange, one of the newcomers into our family, positively refuses to have any deadwood in his bins.

This is evidenced by the fact that he has disposed of several hundred window cards on "Saturday Night," "Her Husband's Trademark" and "Is Matrimony a Failure?" by a heavy letter campaign to every Exhibitor running these pictures.

Results have been very satisfactory and he has had to go to the extent of reordering several times on each of these productions.

# In the Foreign Field



## Appreciation A la Philippine

Having known all along that the Famous Players-Lasky Corporation is an organization with a heart, doubtless there will be no surprise in the announcement that our company also has acquired personality and gender-feminine. A letter received by O. R. Geyer, Manager of Foreign Publicity and Advertising, has solved the mystery, and is given herewith as evidence of the fact that we are not spoofing our readers:

"Miss Famous Players-Lasky Corporation,  
"485 Fifth Avenue,  
"New York City.

"Dear Madam:

"The under sign upon seeing the greatest and woundfull events that accured in human being vistry.

"The events that won the amiration of thousand of spectators and with a deep anterest upon your work in the cine Hopping to see one of your sympathycal picture as a sign that you have a friend from the Philippine Islands who are keeping your picture.

"Sincerely yours,

"GO BON HONG,  
"Cebu, Cebu, P. I."

## Hoggan Arrives

William R. Hoggan, General Sales Manager from Sydney, Australia, arrived Tuesday, May 1st, after a long trip.

Mr. Hoggan will accompany the convention executives on their trip to Chicago, New Orleans, and Los Angeles, and will also sit in at the New York Convention.

At the close of the West Coast Convention he will leave from there for Australia.

We have had the pleasure of meeting Mr. Hoggan and now feel that we have known him for years and our only regret is that he is to be in the big city but a few days.

Wednesday morning the first Australian Pep Club outing picture was shown in our projection room. Mr. Hoggan brought this film with him from Australia. The film clearly indicates the auspicious start and evident success of the Paramount Club in Australia, for its first affair was a knockout.

## A Little Daughter

Congratulations are due Mr. and Mrs. P. F. da Silva on the arrival of an eight-pound baby daughter, on Saturday, April 28th.

Mr. da Silva is a member of the staff of Foreign Publicity and Advertising in the Home Office.

## From Barcelona



We take the greatest of pleasure in introducing to the readers of PEP, Mr. J. P. Vidal, General Manager of Seleccine, S. A., Paramount Distributors in Spain.

Mr. Vidal has his headquarters in Barcelona and governs our organization in this part of the globe.

Mr. Vidal is in touch with activities over here, as he is an ardent reader of PEP.

## Day Reports Bright Prospects

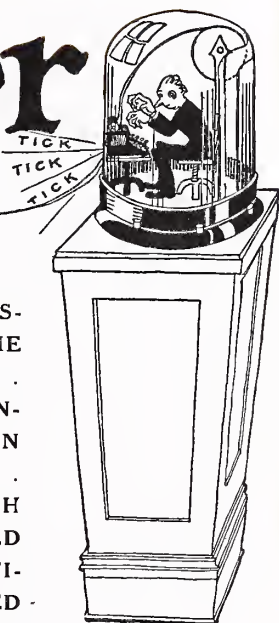
In a cable to E. E. Shauer, Director of our Foreign Department, John L. Day, our South American representative, stated that he had arrived safely in Rio de Janeiro on April 26th.

He also reported that business prospects were much better than they have been in some years and from present indications our product will enjoy record-breaking distribution in the coming year.

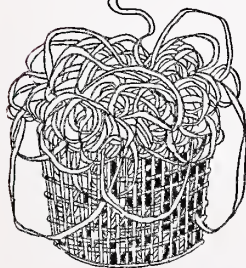
Mr. Day will spend several months in Brazil as is his custom every year, looking over our interests in that territory.



# Pep's Ticker



HERMAN WOBBER, WEST COAST DISTRICT MANAGER, ARRIVED AT HOME OFFICE TO ATTEND CONVENTION . . . WILLIAM R. HOGGAN, AUSTRALIAN GENERAL SALES MANAGER, ARRIVED IN NEW YORK TUESDAY OF THIS WEEK . . . WILL ATTEND ALL CONVENTIONS . . . H . . . F . . . D . . . J. J. McCARTHY SIGNED UP BY MR. ZUKOR TO HANDLE LEGITIMATE PRESENTATIONS OF "THE COVERED WAGON" . . . "THE COVERED WAGON," BY THE WAY, IS GOING STRONGER THAN EVER . . . ADVANCE SALE AT NEW YORK CRITERION ECLIPSES ALL PREVIOUS TIMES . . . R . . . T . . . Y . . . DON'T FORGET THAT "THE 'NE'ER-DO-WELL" IS DOING EXCEPTIONAL BUSINESS AT THE RIVOLI . . . POSSIBILITY OF IT BEING HELD OVER ANOTHER WEEK . . . WE'LL SAY TOMMY MEIGHAN IS GOING STRONG AND AL GREEN HAS DONE A GOOD JOB HERE . . . JERRY AKERS, CANADIAN GENERAL MANAGER, IN TOWN FOR A FEW DAYS ON BUSINESS . . . WILL RETURN AGAIN FOR THE CONVENTION . . . J . . . K . . . L . . . RALPH INCE TO DIRECT TOM MEIGHAN'S NEXT PICTURE AT LONG ISLAND . . . IRVIN WILLAT UNDERGOES SINUS OPERATION . . . COMING ALONG NICELY NOW . . . LACEY JOHNSON OF R. E. DEPT. ANNOUNCED HIS ENGAGEMENT THIS WEEK . . . HEARTY CONGRATULATIONS, LACEY . . . BILL SUSSMAN OF H. O. ACCOUNTING DEPT. WAS MARRIED LAST MONTH . . . WHY DID YOU KEEP IT A SECRET, BILL? . . . YES, THE FEVER IS SPREADING, ALONG COMES MARIE DEE, TELEPHONE OPERATOR AT PHIL. EXCHANGE, SHE BECOMES ENGAGED . . . KATHLEEN BURKE, SECRETARY TO HENRY SALSBUURY, BECOMES ENGAGED WHILE ON A LEAVE OF ABSENCE IN THE SOUTHERN CLIME . . . OUR HEARTY CONGRATULATIONS TO ALL . . . GLORIA SWANSON ARRIVES FROM WEST COAST TO MAKE HER FIRST PICTURE IN THE EAST . . . TO WORK WITH ALLAN DWAN AT OUR LONG ISLAND STUDIO MAKING "ZA ZA."



# A Grandstand Player Usually Gets Cheers—

## Chicago Blah

By Bill Danziger

Flutter, flutter and squawk, squawk! Or whatever throat noises a stork makes. Dan Rowe, Booker, is the daddy of a brand-new little lady and she's been christened Patricia Joan Rowe and everything.

Bill Washburn, long country salesman, has tired of the great outdoors and has changed zones with Harry O'Brien, city salesman. Harry says he likes socializing with the apple-knockers and Bill sez he's welcome.

And another gob for Washburn. He's gone and married the "sweetest girl in the world" from Davenport, Iowa. Blessings, children, blessings!

"The Covered Wagon," off to a great start at the Woods Theatre, at legitimate theatre prices, is causing a furore. Chicago likes this epic of empire-building, thrills, spills and love.

Our sympathies are extended to Miss Anna V. LeStrange, Chief Telephone Operator at the Home Office, for her recent bereavement in the loss of her mother.

## Oklahoma News

By W. W. Caldwell

A few days ago we had the pleasure of having as a visitor in this Exchange, Mr. Mel Wilson, Branch Manager from Denver, who was spending part of his vacation in Oklahoma City.

Mr. C. P. Redick, Traveling Auditor, arrived in this Exchange a few days ago from Dallas and spent a day or two with us and left for Indianapolis.

Our Salesman, Mr. Roy Heffner, who has been in Zone 2 for the past three years, has got to where he is not satisfied with both large and small town business but recently sold two towns where they did not have a post office and the exhibitor had to drive five to ten miles to secure his film from the express office. We will say this is digging up prospects and bringing in the business.

## Needed the Practice

Ethel: "Why did you insist on a civil wedding before the church ceremony?"

Clara: "Really, my dear, I thought it best to familiarize myself with court proceedings at the start."

## Winnipeg Whispers

By Miss L. Margolis

Mr. G. A. Margetts has just returned after a ten-day trip in the territory, traveling most of the time through flooded districts, and having to put up with delayed train service. However, this did not diminish his congenial smile one bit. Mr. Margetts is a firm believer in the saying that "A smile is always worth while," and sure keeps it working overtime.

Winnipeg will soon become a second Venice in so far as streets of water are concerned, instead of terra firma, if the flood keeps on spreading much more. Gondolas are being considered as essential in many parts of the city.

Our friend Bill More, Salesman of this Exchange, is still going strong. He is another believer in the Ever-Smile and sure knocks them cold.

Now that we have become a little more acquainted with Mr. Kerr, our new Office Manager, we can truly say of him that the more you know him the better you like him.

## Denver's Dark Secrets

By Rick Ricketson

Extra! Extra! All the latest news of the Denver delegation to the division convention at Los Angeles.

A westbound Union Pacific train will start the nine representatives of the Denver office on their journey at noon, Friday, May 18th.

The party will include M. S. Wilson, Branch Manager, E. I. Reed, Booker, H. B. Fox, Accessories Manager, Rick Ricketson, Exploitation Representative, and Salesmen A. E. Dickson, Hugh Braly, Ed Loy, H. F. Nickolson and Harry Antin.

Louis Marcus, District Manager, and the Salt Lake representatives will board the same rattler on Saturday at Ogden, Utah.

Al Johnson, Office Manager, is now taking his annual vacation and will chaperon the office during the absence of Manager Mel Wilson and his crew.

Harry Antin was the only representative who demurred on going. And it took about one-tenth of a tenth of a tenth-second of hard persuasive work before he finally consented.

In eager anticipation, A. E. Dickson has purchased two dozen new ties to show Los Angeles.



# When They Take Him Out Of The Game

## Jersey Jingles

By "Essie"

Al Tropp, of the Accessories Department, burst excitedly into the office this morning and breathlessly announced that he had been arrested on suspicion the night before. "Of course," he added innocently, "they let me go," "That's what surprises me," remarked Miss Schnugg, as she turned back to her work.

The telephone rang and Bob Fannon, the demon Booker, picked up the receiver. A sweet, feminine voice inquired if he had an open date for Saturday night. "You bet I have," said Bob enthusiastically, "who is this—and where shall I meet you?" "This is the Strand Theatre," was the crushing reply, "and we want to book the picture for next Tuesday." "Oh, I see," said the Booker as he disappointedly looked up his records.

A. Gebhart, Salesman in Zone 2 (the "A" stands for "able"), was patiently listening to the troubles of an exhibitor who had once been a successful dentist. "It's like pulling teeth," finally remarked the exhibitor. "And it can be just as *payin'ful*," laughed Geby, "if you go about it in the right way."

Frances Cohen raised a laugh in the Accounting Department the other day. "Has anyone seen Mr. Schmidt?" she asked out loud. Everyone being apparently busy, no one responded. Once again she propounded her query and still no answer. Placing her hands on her hips, she gave vent to her feelings thusly: "If I wanted to talk to myself I'd become a night watchman!"

We hereby welcome to our Sales Force Jack Wolf, formerly of the Chicago Exchange. Right away he was initiated into the mysteries of Jersey humor. Mr. Kusell, Branch Manager, happening to overhear Jack say that he was wearing an all-wool suit, dryly remarked: "Ah, a wolf in sheep's clothing!"

## Cleveland Chats

By R. Labowitch

Mark Cummins, Accessories Manager, was out among 'em and up and at 'em this week. This was Mark's first trip in the territory and the results were more than gratifying. Mark is a hustler and he isn't just satisfied with making his quota every week.

After seeing Gloria in "PRODIGAL DAUGHTERS" we're ALL for her one hundred per cent. Everyone at the office was delighted with the picture and if there weren't so many other good shows to screen we would see it again.

Mr. Ross, District Manager, and Mr. Howard, Detroit Exploiteer, paid us a short visit this week.

## Kansas City Kapers

By Billie Mistelet

Our Booker, Harry C. Hays, who has been ill with pneumonia for the past few weeks, is reported much improved at this writing. We sincerely hope that he will be able to return to his desk very quickly now, as we all miss him.

Changes, forever changes! Due to the resignation of Miss Alta Nichols, who has been with our organization for the past five years in various capacities, the last position being held by her being Cashier, a number of changes have taken place in the Accounting Department.

Miss Bernice Knapp, recently acquired, now operates the bookkeeping machine and is doing well at this new undertaking.

The new stranger in our midst is our Form 40 Clerk, Miss Sophia Hetman.

Mrs. Dixon, better known to everybody as "Dixie," now acts as Cashier. She started with us four years ago as Form 40 Clerk and is very deserving of the position she now holds. Dixie is pleasant to look at, pleasant to talk to, and the Exhibitors always find her pleasant, willing and ready to receive their checks.

Credit and thanks are due Miss Edna Mitchell, a very versatile young lady, who so capably took care of Harry Hays's duties in the Booking Department during Harry's absence from the office on account of illness.

Messrs. LiBeau, Blotcky, Cole and Fridel, and all of our Sales Force, are very enthusiastic and looking forward eagerly to the Convention to be held in Chicago on May 12th and 13th.

The following item was handed me by Mr. LiBeau with the request that it appear in PEP:

"I stood at the bridge at midnight,  
A beaver was damming the river,  
And a guy with a broken radius rod  
Was doing the same to his flivver."

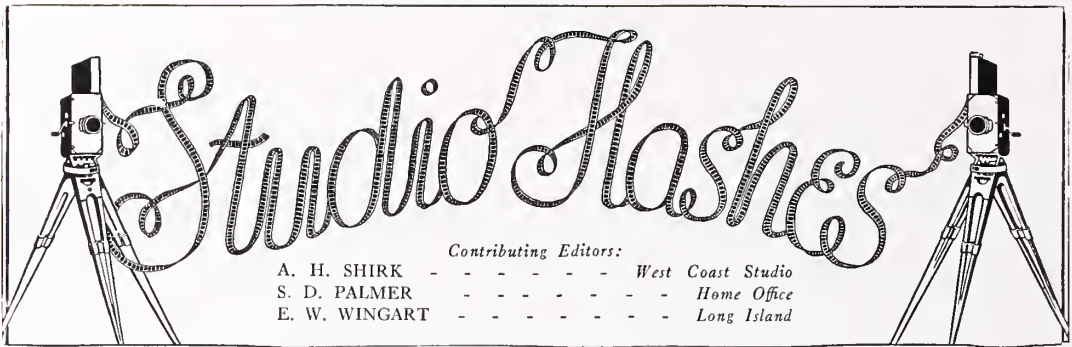
## Dallas Dashes

By "Myrt" Masonheimer

A hearty welcome to our new Exploiteer, Jack Hays. He is no relation to Will H., but is going after big things in this territory in a big way.

C. P. Reddick, Traveling Auditor, has come and went—but he stayed long enough to persuade our boss to buy a golf outfit.

Mr. Elder has been made Booking Manager. Congratulations. Watch the dates fly now.



## Shirk's Gossip of the Studio

By Adam Hull Shirk

*Special to PEP*

Hollywood, April 25.

Well, Mary Astor has arrived "in our midst" and we'll say she is as charming as advance information has given us to believe. The first thing she did on arriving at the studio with her mother was to be photographed by Eugene Richee, the publicity portrait artist. Then she came in and got acquainted with the Publicity boys and all voted her a delightful young woman and sure to be one of our biggest favorites. She starts work this week under direction of Alfred E. Green, producing "To the Ladies," and is co-featured with the buoyant Robert Agnew—"Bobbie" as everyone calls him.

Now Sigrid Holmquist, Swedish actress of beauty and talent, is to be seen as leading woman for Jack Holt, popular star, in "A Gentleman of Leisure." Jack says that the title is a misnomer. "How can I be a gen. of leisure when I'm working like the deuce on the picture?" he asks. Miss Holmquist is busy getting a lot of new gowns unpacked and preparing for a season of activity in Paramount pictures.

Gloria Swanson says she knows now how it feels to be a mummy. In a big Egyptian sequence for "Bluebeard's Eighth Wife," a Sam Wood production, they brought the fair star into the set in a mummy case. Over her pretty features was a mask. She was swathed in yards and yards of silk. When this was unwound, she did a dance a la Rameses and a lot of Theodore Kosloff's ballet beauties helped in the ensemble. "Only," says Miss Swanson, "I didn't much like the feeling of being a mummy!"

Herbert Brenon has gone to New York to dig up material for his next Paramount production, and returns in a fortnight. He completed "The Woman With Four Faces," featuring Betty Compson and Richard Dix, and immediately entrained for the far East. And the picture is going to be a regular stemwinder with thrills by the dozen—sheer entertainment!

People who think California scenery has all been used up by picture producers had better wait for George Melford's "Salomy Jane." The back-grounds being secured for this picture up at Boulder Creek, Cal., are simply marvelous. And what a picture! Jacqueline Logan, George Fawcett and Maurice Flynn featured—and a whopping big cast besides. Real old Forty-nine stuff—just as Bret Harte wrote it and on the very ground, too. That's the modern way of making photo-plays.

(Continued on page 15)

## Nita, the Popular



Nita Naldi

This is the invincible Nita in one of her latest creations worn in Allan Dwan's production, "Lawful Larceny," now being made at our Long Island Studio.

Nita is exceedingly popular, if not the most popular individual at our Long Island Studio, which is in a great measure due to her genial personality, cleverness and adaptability for remembering those whom she meets.

It is only recently that Nita attended a dinner given by the scenic artists and electricians at the studio.

It is needless to say she was the honor guest and had a real lively enjoyable evening. Our hats off to the invincible Nita.



## Herbert Brenon in New York

**Is Making Preliminary Arrangements for His Next Production, "The Spanish Dancer," in Which Pola Negri Will Star**

Herbert Brenon, whose two pictures just completed for us, "The Rustle of Silk," featuring Betty Compson and Conway Tearle, and "The Woman With Four Faces," featuring Betty Compson and Richard Dix, are expected to prove the sensations of our Spring program, has arrived in New York to make preparations for his next picture.

This will be a big special Herbert Brenon production entitled "The Spanish Dancer," with Pola Negri as the star. It will be based on the famous play "Don Caesar de Bazan," and is expected to be one of the outstanding productions released by us next season.

Mr. Brenon plans to visit art galleries and museums in New York, Boston and Philadelphia and to interview several authorities on the Spanish customs and dress of the period in which the story is laid. Mr. Brenon also has in mind several prominent players from whom he will select a supporting cast for Miss Negri. The picture will be made at the Lasky Studio in Hollywood.

Mr. Brenon has brought George Hopkins, his special Art Director, on to New York with him and he will spend several weeks in gathering data so that this picture will be absolutely accurate in every detail. The costumes probably will be designed by one of the most famous theatrical costume artists and special care will be taken with the settings.

## Irvin Willat Not to Direct Meighan's Next Paramount—Ralph Ince to Take Up Reins

Owing to a severe illness which necessitated a sinus operation, Irvin Willat will not be able to direct Thomas Meighan in his next picture, "Homeward Bound," which Jack Cunningham has adapted from Peter B. Kyne's novel, "The Light to Leeward." Ralph Ince, who is at present directing Dorothy Dalton, will produce the Meighan picture at our Eastern Studio. In the emergency Mr. Ince will direct two pictures at one time, finishing up the final sequences of the Dalton picture while beginning "Homeward Bound."

## Swanson Arrives

Gloria Swanson arrived in New York this week and will start at an early date on "Za Za," the famous story which will be under the direction of Allan Dwan and made at our Long Island Studio. This is Miss Swanson's first experience in making pictures in the East.

To say that elaborate plans have been mapped out by Bob Kane and his staff for its insurance of a superb production only half expresses it.

Mr. Kane, Mr. Dwan and Ed King have been exceedingly busy preparing for her initial project in the East and the cast is expected to be announced very shortly.

## Now at Long Island



**Ralph Ince—Director**

Should you venture into the Long Island Studio any of these days, you will see Ralph Ince, Director of Dorothy Dalton's picture, "The Law of the Lawless," handling the scenes in a thorough and convincing manner and at the same time unassuming and about as pleasant as you will find them.

Mr. Ince will be remembered by his famous impersonation of Lincoln.

He has been kept on the job the last few days, especially on the huge bazar scene for this production, where 250 extras were used in an immense beautiful setting which required some difficult smoke scenes for the fire episode in this picture.

Ralph Ince surely is a welcome member to our big family.

## For the Girls



**Gloria Swanson**

Girls, here is your chance to copy a new and attractive bob. It is known as "the glorious bob" and it is the new headdress originated by our very own Gloria Swanson at the West Coast Studio.

## Long Island Leaks

By Wingart

Henry Sedley, Irvil Alderson, and Tom Blake have been added to the cast of "The Exciters," now in production at Long Island, under the direction of Maurice Campbell with Bebe Daniels and Antonio Moreno in the featured rôles. The three men play the rôles of "Gentleman Eddie," "Chloroform Charlie" and "Flash," respectively.

Jane Thomas, a Chicago girl who got her start in motion pictures in the old Essanay Company eight years ago, makes her début in Paramount pictures also in "The Exciters." Miss Thomas plays the part of "Della," the crook maid in the story. Before joining "The Exciters" cast Miss Thomas finished "The White Rose," produced by D. W. Griffith, and "Blue Water," a sea story. Some of the more important pictures in which she has appeared in the last three years are: "The North Winds' Malice," a Rex Beach story, "Queen of the Moulin Rouge," and "The Town That Forgot God."

## Would You Recognize Him?



When Theodore Von Eltz, playing the part of the crook in Herbert Brenon's production, "The Woman With Four Faces," starring Betty Comson and Richard Dix, returned from lunch recently at our West Coast Studio, Ed Lewis, the gateman at the studio, refused to let him in because Ed said he looked too tough to come in the gate.

However, after a little familiar talk by Von Eltz, he convinced Ed that he belonged on the lot.

## Off Stage



Jeanne Cohen, Executive Secretary to Mr. Lasky, dropped in at our Long Island Studio last week and PEP'S cameraman caught the above group.

From left to right they are: Matty Cohen, one of the assistant cameramen, with Mr. Willat, Irvin Willat, Director, Jeanne Cohen and Rose Meyer, Secretary to Ed King, Manager of the studio.

## Tony and the Mrs.



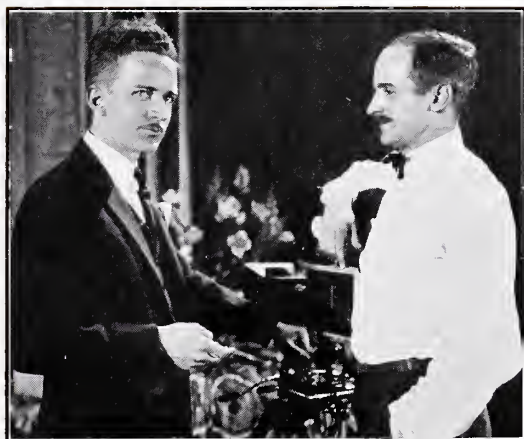
This is a hitherto unpublished photo of Mr. and Mrs. Antonio Moreno.

PEP'S cameraman shot this picture between scenes of "The Exciters" now being made at our Long Island Studio.

Tony is playing opposite Bebe Daniels in this picture.



## The Rosson Boys



Prominent among our Long Island Studio staff are the Rosson boys, working with Director Allan Dwan.

On the left is Dick Rosson, Assistant Director to Mr. Dwan.

Dick will be remembered for his exceptional work on "Robin Hood," Fairbanks's latest picture, for it was in this production that Dick looked after many important details and proved of valuable assistance to Mr. Dwan.

On the right is Hal, Mr. Dwan's chief cameraman, to whom falls the lot of watching the lighting on many beautiful big sets characteristic of Dwan's pictures.

## PEP'S Studio Peeps

### LONG ISLAND

Tony Moreno—action 'n everything—walked in on "The Exciters" set and Director Campbell had Tony doin' heavy stuff—lots of action in this picture—Bebe Daniels charming as usual.

And then—took a trip on the upper stage—Allan Dwan working on his big Egyptian prologue set—beautiful girls—big dark skinned warriors—and Nita Naldi eclipses her previous appearances—then somebody yelled fire—ran out on the back lot only to find Ralph Ince directing a big fire scene for the Dalton picture, "Law of the Lawless"—hundreds of girls and men running here and there in the sand with satin slippers—smoke pouring out of big set built on lot—plenty of fire hose—Art Cozine, Assistant Director, on top of set yellin' for action—Bill Cohill, Casting Director, seeing to it that all of his atmosphere were on the job. . . . No, didn't see Wes. Ruggles and his company starring Agnes Ayres—they were at Glen Cove, Long Island, on location—goin' over again next week—will have more news then—oh, yes, Rose Meyer, Secretary to Ed King, has moved her office one foot closer to the door.

### Alma Bennett for Five Years

Alma Bennett, 18 years old and ambitious, is the latest addition to Paramount players. Jesse L. Lasky announced recently that she had signed a five-year contract to play in our pictures.

## Shirk's Gossip—

(Continued from page 12)

And then there is Walter Hiers! Rob Wagner is making a great picture from "Fair Week." They have been doing a lot of carnival stuff—with balloon ascensions, ferris wheels, merry-go-rounds, side shows and the like—and Walter is simply reveling in it all. Constance Wilson, his leading woman, sister of Lois, is as charming as can be, too.

"The Cheat" is finishing this week. Pola Negri will take a short vacation after this Fitzmaurice production. Jack Holt, featured, will star in "A Gentleman of Leisure," and Charles de Roche is preparing for another big rôle. He supported the star in "The Cheat."

James Cruze is getting everything but the kitchen stove, as they say, into "Hollywood." And the maker of "The Covered Wagon" is showing that he can handle extravaganza, comedy, modern drama, burlesque and all the rest of it, just as well as an epic. Camels, elephants, dancing, and bathing girls, Bull Montana, Kalla Pasha, and others in the scenes made for a big dream sequence this week. Lawrence Wheat was also prominent in these shots. The whole of stage four was filled with sets and people and the loveliest ensemble of girls ever seen at the studio.

Charles Maigne doesn't say much, but he works a lot. And "The Silent Partner" is being developed into a really strong drama. Leatrice Joy, Owen Moore, Robert Edeson—three names to conjure with—are featured. Brokerage offices and home scenes so far. Some big things to come.

"Children of Jazz"—Jerome Storm directing—features Theodore Kosloff, Ricardo Cortez, Eileen Percy and Robert Cain are also featured. And the jazz is a prevalent note thus far. Jazz with a capital "J."

Zane Grey, Victor Fleming, Lucien Hubbard—author, director, and production editor—are back from Tonto Basin, Arizona, where "To the Last Man," first of the Zane Grey productions, will be made. This is the real scene of the story and it is going to be a big one. Work starts shortly and the author will cooperate throughout.

The engagement of Ernest Torrence, who made such a decided hit as Bill Jackson in James Cruze's "The Covered Wagon," to do a group of Paramount pictures, as recently announced by Mr. Lasky, is regarded as a great stroke of business. Torrence will be featured in another Emerson Hough story, "North of 36" now running in the *Saturday Evening Post*. With him will be featured Jacqueline Logan and Noah Beery. It will be a George Melford production. Ernest Torrence is destined to be one of the greatest luminaries the screen has ever known. And of course—he's with Paramount!

Al Thraves: "Nature is wonderful, isn't it? Did you ever see a pair of lips that wouldn't fit?"

# On the Set

With **Matty Cohen**

(Special to PEP)

Folks, meet the "smiling troupe." Miss Dorothy Dalton, star; Ralph Ince, Director; "our own" Artie Cozine, Assistant Director; Bill Miller, Cameraman; and last, but not least, "Ole" Bill Johnson props. No wonder the boys call it the "smiling troupe"—with such a staff.

They were making some exteriors out on the "Zukor lot" the other day. It was a trifle breezy and in a short time Bill's camera was covered with a thick layer of dust. Before Bill or his assistant, Johnny O'Neill, found a chance to dust the camera, one of the extra girls strolled up to Bill and remarked, "What a dirty looking camera. Oh! Mr. Miller, do you like the way I'm fixing my hair now?" Bill gazed at the girl with murder in his eye. "Miss, can you tell me the difference between my camera and your hair?" he asked. "No you tell me," was the answer. Bill winked at Johnny and answered, solemnly, "Well, the camera is my own!"

How's this for a nifty?

Paul Vogel: Hear you got a new suit. What kind is it?

John O'Neill: A gray one.

Paul: What kind of gray?

John: It has two pair of pants!

Paul, incidentally, is second cameraman of the troupe, and rather quiet. In fact a clam is a talking machine compared to Paul. BUT he doesn't like inquisitive visitors. This particular visitor made him the target of all the usual and a few rather unusual questions. The cameras were being shifted for a new shot as the visitor asked Paul, "What are they going to do next?" "Make a long shot," answers Paul. "What is a long shot?" was question 2375. Paul sighed softly and then trying hard to control himself answered, "About 100 to 1."

"Ole" Bill Johnson telling Artie Cozine that—if he were rich—he would like to take a pleasure trip around the world. Said Bill "—and the one place I would like to visit—if I made the trip—would be Italy."

Said Artie, "There's one thing about Italy—I hear they have a wonderful educational system over there." "Tell me about it," this from Bill. "Well," says Artie, "I was talking to Ernie Haller the other day, and he was telling me that even the little kids over there can speak Italian."

Read it and weep. About two weeks ago I was making for our big ballroom set, the last one to be shot for "Fog-Bound." A tall, pleasant looking fellow, whose face seemed familiar, stopped me. He said, "Pardon me, young fellow, can you tell me where I can get a copy of 'PEP'? I hear there are some wonderful articles in it—written by a bright young fellow named Matty Cohen." (How I hated to hear that WONDERFUL ARTICLE AND BRIGHT YOUNG FELLOW STUFF!) So I answered, "Sure I can get you a copy of PEP. I happen to be the chap who writes those articles you mention. Thanks for your kind words." I used about fifteen minutes of the company's valuable time boosting PEP. Then, my pleasant but still unknown admirer asked me to do him a favor. I told him I would, gladly. So he told me, "There is a great friend of mine, Ralph Ince, coming here shortly to direct and I wish you would say a few nice things about him in one of your future columns." I assured him that I would do so, and left him

(Continued in next column)

## Holt Starts Next

Immediately upon completion of his featured rôle in "The Cheat," starring Pola Negri, Jack Holt plunged Monday into the starring rôle in "A Gentleman of Leisure," directed by Joseph Henabery. The story was adapted to the screen by L. W. Coldewey from the play by John Stapleton and P. G. Wodehouse.

Sigrid Holmquist, Swedish actress, recently signed to a long-term contract to appear in Paramount pictures, has been assigned the leading feminine rôle. Others in the cast include Casson Ferguson, Alec B. Francis, Adele Farrington, Frank Nelson, Alfred Allen, Nadeen Paul and Alice Queensberry.

Faxon M. Dean is the Photographer, Richard Johnson is Assistant Director and Walter Woods is Production Editor.

## Director—Cameraman—Pilot—Engineer

While making speed boat scenes for "The Heart Raider," Wesley Ruggles found the hardest directing job of his career. The boat was so small that when the camera was mounted on the bow it was impossible for both the director and the cameraman to ride on it. So Ruggles straddled the bow, turned the crank of the camera, directed Agnes Ayres, who was driving the boat, and by means of a rope, pulled the switch of the motor when he wanted the craft to stop. Doing these three things at once, Ruggles declares, was the hardest job he has had since he began directing motion pictures.

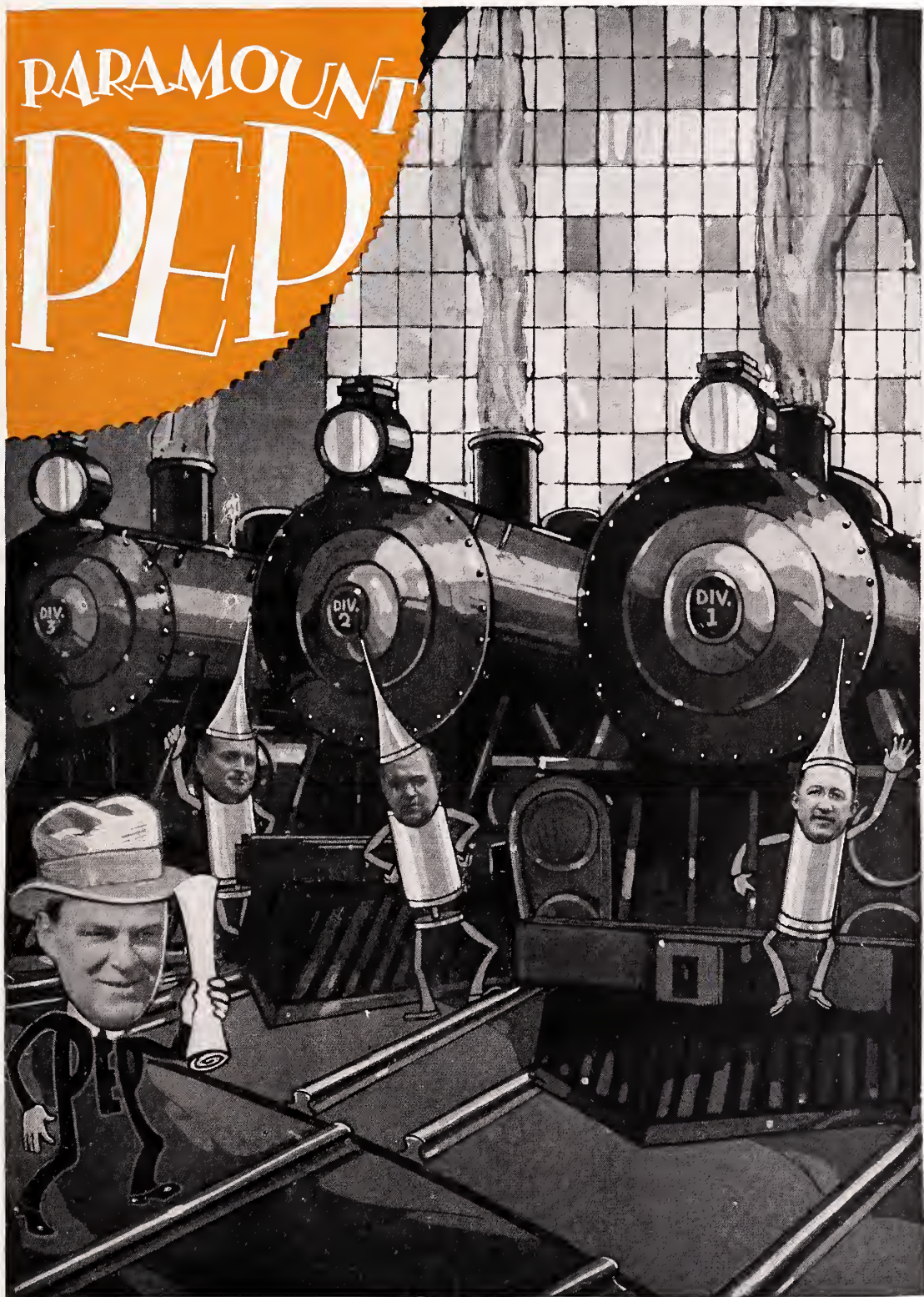
## On the Set

(Continued)

with the feeling that here was a regular fellow, even if he didn't tell me his name. About ten minutes later, I strolled into our own set. The very first thing I saw Irvin Willat, our Director, greet the chap I had left only a short while ago. "Hello, Ralph Ince," I heard Mr. Willat say. "Wasn't that you I saw talking to Matty a short time ago?" "It sure was," answered Ince, smiling the famous Ince smile. "Matty is going to write me up in PEP—but he doesn't know it yet."

"Oh, yes! The name of the picture they are making is 'The Law of the Lawless.'"





“Give the Word, and We’ll Start, Mr. Kent”

# ANNOUNCEMENT



## Pep's Big Trip

*By* PEP

This issue of PEP will be the last, temporarily, pending my return from the big trip accompanying Herman Wobber, West Coast District Manager, on the rounds visiting every exchange in the country.

By the time this issue reaches your hands, you no doubt will have been advised as to the details of our journey, which will start immediately at the close of the Los Angeles Convention.

The cooperation given freely by every member of our organization from the President down is nothing short of thrilling and a source of confidence in the fact that PEP will get the same maximum cooperation from all of you when the magazine starts again in the late summer.

It is not Mr. Kent's idea to dispense with PEP entirely, but he has merely thrown the forces of our little staff upon special consideration on the work to be done in the field while Mr. Wobber and PEP are making the rounds.

PEP, we know, has been a hobby with each and every one of us and we likewise want you to throw your interest in the direction of the little field publication that you will hear more about later.

Make it your duty—make it your obligation to see that Herman Wobber receives the information desired, which, after all, is essential for the success of the trip.

The very fact that we will be miles away from you only calls for bigger effort on your part to see that we are supplied at any point with that information.

PEP will be just as peppy as ever when we start it again, and we are counting on you to be in the comeback. You can figure back in this race by coming thru with photos, stories, etc., when you receive word from this office as regards the starting of the magazine at the end of the summer.

We won't say goodbye, we'll just say, see you later, and folks—when we see you again we are just going to fairly boom with enthusiasm, pep, additional loyalty, and everything that this marvelous company of ours is entitled to.

Yours with Pep,  
PAUL L. MORGAN.



# Mr. Ballance's Convention Sets Pace

**S. R. Kent Pronounces It Best One Ever Held Since His Connection With the Company. Everybody Sold 100% on New Policy and All Itching to Put It Over**

To say that the first of the series of four Conventions was a knockout and a success, only puts it mildly and the very first thing to be said here is, heartiest congratulations to Harry Ballance, Sales Manager of Division One, for the splendid way in which he conducted the highest spirited meeting ever recorded in our Convention history book.

The Convention was opened Tuesday morning, May 8th, at the Hotel Pennsylvania, when Mr. Ballance called the meeting to order in behalf of Messrs. Zukor, Lasky and Kent. Mr. Ballance then welcomed the members of his Division to the Convention and called upon Tom Kilfoil to call the roll. Every man stood up and answered to his name so that every one could see who was who.

Mr. Ballance then outlined the routine of business for the two-day session and called upon his co-workers Messrs. George Weeks and John Clark, Sales Managers for Divisions Two and Three respectively.

Splendid talks were given first by Mr. Kent who by the way received the most enthusiastic reception we have ever witnessed; also Messrs. E. E. Shauer, Weeks, Clark and Wm. Hoggan of Australia.

Mr. Ballance interpreted Mr. Kent's feelings to the boys in the field towards doing a bigger and better thing and then launched into a snappy and thorough discussion on the small town accounts.

It would be useless for us to go into detail describing each discussion as it will be taken up later and all thruout the country will have the pleasure of sitting in on the convention this year. In this respect, however, we will say that Mr. Kent, as well as the rest, feel that they have at last found the solution of the problem dealing with the small town accounts and we feel confident that you will be sold one thousand per cent when you hear of this exceptional and enthusiastic plan.

## Wobber's Inspiring Talk

One of the high lights of the convention which was saved to the last as expressed by Mr. Ballance, was the Paramount Week contest plan originated by Herman Wobber, West Coast District Manager.

It was inspiring simply because Mr. Wobber was behind the plan heart and soul and he told this in words that will never be forgotten. It was a short story but one that brought tears to the eyes of all present, when he paid homage to Adolph Zukor, and told of the things this great man had done in the way of interest for every boy in the field.

The plans for the Paramount Contest are bound to enthuse you and are bound to convince you, and you in turn are bound to put it over for one million more.

One million more.

That's the slogan for the Paramount Week contest and we're going to get it boys, because the confidence is there, the backing is there, the product is there and Herman Wobber has set aside his entire summer for a most strenuous trip to see that it is put over.

In the afternoon the boys attended the Criterion Theatre to witness the performance of "The Covered Wagon," and in the evening the banquet was held in the Hotel Penn.

Then Mr. Ballance talked inspiringly and expressed his gratitude to all present for the exceptional cooperation and attention every one had given during this two day spirited session and if

cheers and applause, remarks and appearances mean anything, Division one's motto is "After us you come first."



## Lasky and Kent Talk

In the afternoon Mr. Kent talked on new policies of the fifty-two pictures a year. "It's quality, not quantity," said Mr. Kent, "that counts in this business."

Following Mr. Kent, Mr. Lasky in top-notch form eclipsed all his previous talks on production when he reviewed fourteen new ones, which gave the boys a thrill on every one he outlined.

On Wednesday morning talks were given by Claud Saunders, Mel Shauer, A. M. Botsford, C. E. McCarthy, G. M. Spidell, G. B. J. Frawley and O. R. Geyer.

## Chicago Gets One Too

Just before going to press, PEP'S radio clamored with the excitement of the second of the four District Sales Conventions, which opened at the Drake Hotel, Chicago, on the 12th.

The session continued thru Sunday and was attended by one hundred seventy-five Paramounteers, including District and Branch Managers, Salesmen, Exploiters and Bookers, from the Chicago, Detroit, Pittsburgh, Cleveland, Milwaukee, Peoria, Cincinnati, Indianapolis, Columbus, Sioux Falls, Des Moines, Omaha, Minneapolis, Kansas City and St. Louis Exchanges.

The fine gavel work of Harry Ballance at the New York Convention was emulated by George

(Continued on page 5)

# PARAMOUNT PEP

"BUT ABOVE ALL THINGS,  
TRUTH BEARETH AWAY THE VICTORY"

*This Publication is Distributed Only to Officials and Employees  
of the*

FAMOUS PLAYERS-LASKY CORPORATION  
*Its Contents are Strictly Confidential*

PAUL L. MORGAN - - - - - Editor

Vol. 7 MAY 9, 1923 No. 44

## Our One and Only Editorial

Folks belonging to the journalistic fraternity know that if there is anything an editor hates to see, it's his name in print. If there is any place he hates to see his name in print, it is in his own publication.

Consequently, with manifest unfairness, the subject of this essay has always forbidden us to tell the rest of Paramount exactly what we think of Paul L. Morgan.

The most he can do is "fire" us for writing this, and since we are "fired" anyway after this issue, we defy him to do his worst.

Last March, quite unexpectedly, all the motion picture trade papers came out with glowing testimonials to the Editor and to PEP. The Paramonteers who read them had an agreeable surprise. We didn't know our friend, who paid us such a necessary visit once a week, had really attracted national attention. But it was brought out that Mr. Morgan had achieved a result in PEP that advertising and efficiency experts had pronounced impossible.

The value of a house organ among a large personnel has always looked good on paper, but sooner or later these publications have declined in influence and interest and the experts were moved to say "it couldn't be done."

But Paul Morgan knocked this theory into an everlasting cocked hat and his success stands as another convincing proof that Paramount can do anything.

This task would, naturally enough, have been impossible without the co-operation of every other person in the organization. But, also, this co-operation would have been much harder to find had not Paul Morgan asked for it.

By his striking capacity for friendship, he has built up a voluntary staff which has never failed him.

Therefore, all Paramount is delighted to know Mr. Morgan has become Mr. Wobber's First Lieutenant in the great September drive, upon which so much depends.

It is a just tribute to his ability and when he arrives at each exchange he will find every member demanding "Paul, what can I do?"

In the meantime, the rest of us will have to get along as best we can without our PEP, and, hard as it will be, we don't want any PEP if Paul hasn't time to edit it.

—J. R., Jr.

## And He Wouldn't Tell Anyone

Would that we could reach out and grasp words that we would like to use to express in cold type Mr. Kent's eulogy to Adolph Zukor, given at the Convention in New York. Would that we could picture to you the expressions on the faces of all the boys when Mr. Kent told of what Mr. Zukor did while abroad in his home town in Hungary. Would that you could have been one of those present to feel the thrill of hearing Mr. Kent tell why this man was big—we could not begin to describe it in type and it would be folly if we tried, but the silence that ensued made you feel that if a pin was dropped on the carpet you could have heard it.

When Mr. Zukor visited his home town in Hungary, a place he left at the age of four after losing his father and mother, he immediately organized a relief committee to hear the wants of the peasants and friends of his boyhood days. This little town, by the way, was attacked by the Russians and they are still trying to recover from the effects. So when this committee of three heard one by one the wants of these interesting people, Mr. Zukor also listened and just nodded his head in approval for everything that was needed.

Perhaps the most touching incident of the whole thing was when a mother of three children came in for need. She had cataracts on both eyes and Mr. Zukor sent that woman to Budapest where one of Europe's greatest eye specialists is bringing back her sight.

Who was this man?

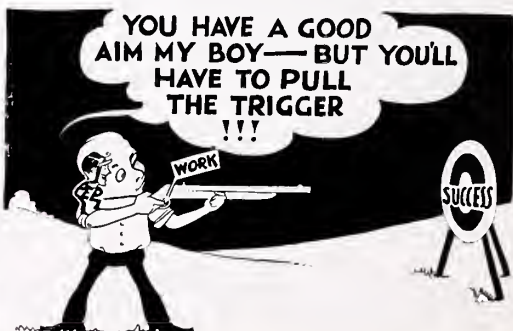
Who was this godsend?

Those were the words being breathed thruout that little community by those who did not know him.

He saved the town—he provided for a new schoolhouse—he put a roof over mother and children.

He brought happiness to a community, but above all, happiness to his own heart in doing and providing for the people he loved.

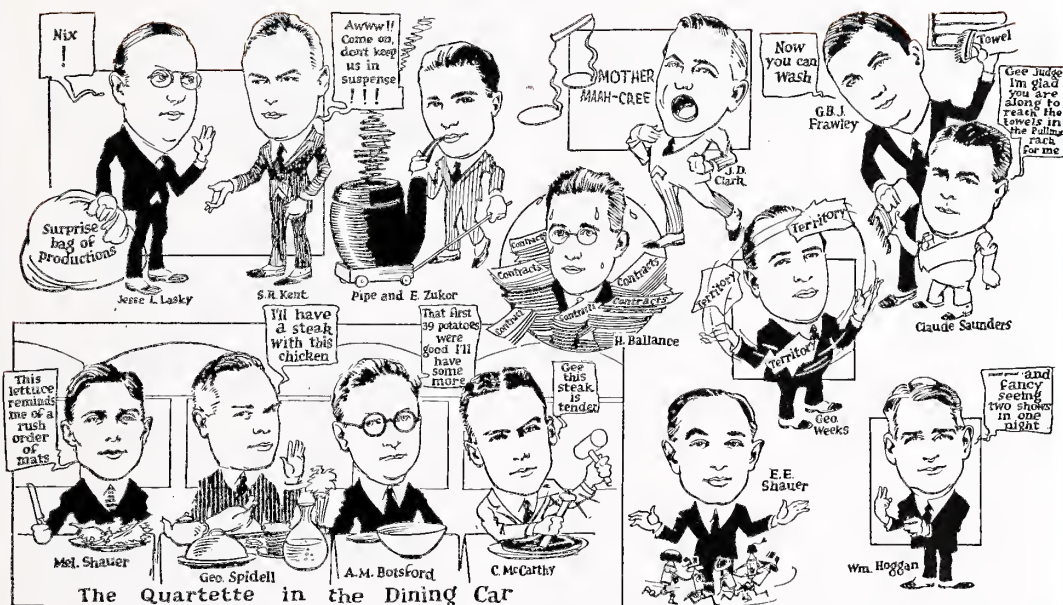
This is indeed a humble effort to tell of this act but it came from the lips of Mr. Kent, who shared with the rest of the boys, tears of joy and admiration for our President—this man who had been attacked by those who really and truly only envied his personage. Patience was his byword and this man, folks, is our president, Adolph Zukor.





# Man Was Made For Growth—Grow

## Glimpses of the Trip



This is our Home Office Art Department's conception of the various executives en route to the coast—look 'em over and you will know them better.

## Chicago Gets One Too

(Continued from page 3)

Weeks and John Clark. The discussions were led by Mr. Kent and Mr. Lasky.

The carefully thought out messages delivered by E. E. Shaver, Mel Shaver, Claud Saunders, C. E. McCarthy, A. M. Botsford, G. B. J. Frawley, George Spidell, Herman Wobber, W. R. Hoggan of Australia, and A. O. Dillenbeck of Hanff-Metzger, Inc., were repeated to the assembly there.

There won't be any need to tell you what these men said because you will all hear it from their own lips soon. Many of the boys met and heard Eugene Zukor for the first time.

The entire party left Monday for New Orleans where the Southern District Convention will be held the 16th and 17th.

From New Orleans they are bound for Los Angeles where they will start the Pacific Coast confab at the Hotel Ambassador, Monday, May 21st.

So far the Home Office executives believe that the system of the four regional conventions has solved the problem of getting in closer touch with the men who actually do the work in the field.

The New York and Chicago conventions were characterized by unprecedented enthusiasm. Every man, after drinking in the fountain of

inspiration, has gone back to his job imbued with the spirit that spells victory for Paramount.

In every one of these sessions, one idea would not down: that Paramount Pictures have long since left the ranks of mere business and have taken place among the great social forces of life. The public without Paramount Pictures is as inconceivable as a public without bread and butter, and the men and women taking part in the distribution of these pictures are engaging in a work as monumental and tremendous as the mind can imagine.

## John to the Rescue

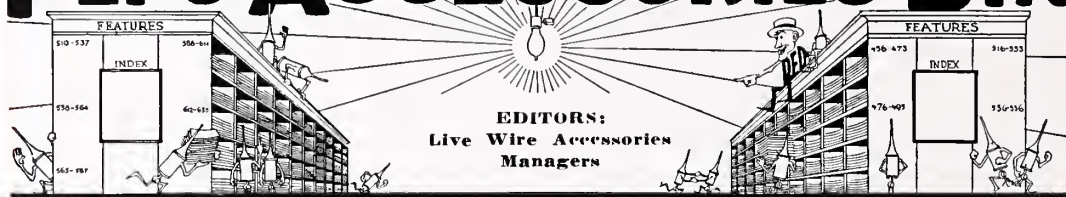
As we go to press, we want to thank John Rosenfield, Jr., Editor of The Exploiteer, for his helping hand in getting out this edition of PEP.

Owing to the hasty departure of the Editor, John came to the rescue and wrote many interesting stories and "dummied" up the edition—which is no little task.

Thank you, John.

PEP.

# PEP'S ACCESSORIES BIN



## Accessories Managers

THIS IS WHERE YOU STOOD FOR WEEK  
ENDING MAY 5

(Based on percentage of accessories quota  
delivered)

1. NEW ORLEANS
2. SIOUX FALLS
3. ALBANY
4. BOSTON
5. WASHINGTON
6. DES MOINES
7. PITTSBURGH
8. KANSAS CITY
9. ATLANTA
10. LOS ANGELES
11. CHARLOTTE
12. WILKES-BARRE
13. CLEVELAND
14. MINNEAPOLIS
15. COLUMBUS
16. JERSEY
17. SALT LAKE
18. PORTLAND, ORE
19. DENVER
20. NEW HAVEN
21. BUFFALO
22. DETROIT
23. OKLAHOMA
24. PEORIA
25. SEATTLE
26. ST. LOUIS
27. NEW YORK
28. PHILADELPHIA
29. SAN FRANCISCO
30. DALLAS
31. INDIANAPOLIS
32. OMAHA
33. MILWAUKEE
34. CINCINNATI
35. MAINE
36. CHICAGO

### DIVISION PERCENTAGES

SOUTHERN .....	1.01
DIVISION 1 .....	.96
DIVISION 3 .....	.96
DIVISION 2 .....	.82

## Take Notice

THE FOLLOWING LIST REPRESENTS  
THE TOTAL SALES OF GILT FRAMES OF  
EACH EXCHANGE FROM JANUARY 1,  
1923, TO APRIL 28TH INCLUSIVE.

LOOK IT OVER BOYS! STEP ON IT  
AND DON'T LET THE OTHER FELLOW  
GET AHEAD OF YOU.

BOSTON .....	825
CLEVELAND .....	628
NEW YORK .....	444
BUFFALO .....	344
DES MOINES .....	269
KANSAS CITY .....	266
ATLANTA .....	241
WASHINGTON .....	239
CHICAGO .....	237
DETROIT .....	235
NEW ORLEANS .....	202
DALLAS .....	199
PEORIA .....	179
ST. LOUIS .....	166
MINNEAPOLIS .....	143
WILKES-BARRE .....	139
JERSEY .....	132
MILWAUKEE .....	128
OKLAHOMA .....	119
SAN FRANCISCO .....	113
OMAHA .....	110
SEATTLE .....	107
LOS ANGELES .....	106
PITTSBURGH .....	105
PHILADELPHIA .....	104
INDIANAPOLIS .....	102
NEW HAVEN .....	98
CINCINNATI .....	83
SIOUX FALLS .....	79
COLUMBUS .....	77
ALBANY .....	76
SALT LAKE .....	64
CHARLOTTE .....	56
MAINE .....	56
PORTLAND .....	51
DENVER .....	26

## An Error

For week ended April 4, thru an error in  
transmission of figures, an injustice was done  
to Portland, Ore. Portland was listed as nine-  
teenth in accessories standing for that week,  
when in reality they actually went over their  
quota and should have been in seventeenth  
place.



# The Accessories Manager's Dream

By Samuel Cohen—New Jersey Accessories Manager

It was all Herb. Elder's fault in the first place. He called me into his office to show me his pipe. "There's my idea of a real pipe," he boasted; "take a couple of puffs and see how it draws." I did as I was told. After that I seemed to have a hazy idea that someone called out that I was wanted in the accessories stock room and I hastened to see what was what, absent-mindedly taking the pipe with me. The hum of voices in the far end of the stock room reached my ears.

Exhibitor: Where is the Accessories Manager?

One-Sheet: Oh, Sammy is around somewhere.

Three-Sheet: They are having him paged outside.

Six-Sheet: Huh! If he is an Accessories Manager, I'm a Fanfoto.

Exhibitor: Why, what's the matter? I thought he was pretty good.

Six-Sheet: He *thinks* he is good, but as a matter of fact he doesn't know his business. Take me for example. Here I've been lying in this bin for six whole weeks. Another guy in his place would have sold me long ago.

Exhibitor: Perhaps the picture isn't being booked.

Six-Sheet: Don't try to alibi him. One-sheets and three-sheets are being sold regularly on this picture.

Exhibitor: A lot of exhibitors haven't got a six-sheet board. I haven't.

Six-Sheet: That's true; but did you ever stop to realize that you can make a dandy cut-out of a six-sheet and that it will attract even more attention in your lobby than a six-sheet pasted up in the ordinary way?

Exhibitor: Say, that's a good thought. Funny it never occurred to me. I'll have to remember that.

Three-Sheet: How do you like the quantity price schedule?

Exhibitor: I haven't had much use for it as yet.

Three-Sheet: How come?

Exhibitor: I—er—that is—well—I don't buy my paper and photos here, only slides.

Chorus: You don't?

Exhibitor: You see—the advertising—er—I mean—the expense.

Chorus: Advertising isn't an expense, it's an investment.

Exhibitor: I know that; but the posters and photos I get from the movie poster company are almost as good as the fresh material from here.

Chorus: But it's second-hand stuff.

Exhibitor: What of it?

One-Sheet: Your lobby is to your theatre what the show window is to the department store. Suppose the proprietor of a department store should put a lot of seedy, second-hand articles in his show window. Do you think people would be drawn there to buy? Of course not!

Three-Sheet: To a great extent your success depends on the general appearance of your lobby. If you put out a dirty, torn one-sheet; if you display things which are inferior to what you have to sell—you cannot blame the public if they refuse to buy. You may be showing the best pictures on the market, but there is nothing in your lobby—your show window—to indicate it.

Six-Sheet: Pay more attention to your lobby and your lobby will attract more attention to your theatre!

Exhibitor: Well, I'll be blowed! No one ever presented that angle of it to me in just that way. You fellows have shown me the error of my ways. Here's where I reform.

Six-Sheet: Didn't I tell you that this so-called Accessories Manager of ours was n. g.? Say, that guy was good when Bryan first started running for President.

Three-Sheet: Oh, shut up, Six-Sheet, you're always crabbing.

One-Sheet: Well, Mr. Exhibitor, that quantity price schedule will come in mighty handy to you now.

Exhibitor: I don't know about that. It's a great idea for the big exhibitor but we little fellows can't take advantage of it.

One-Sheet: I don't see why not. For instance, can't you use ten one-sheets?

Exhibitor: No, I've got room for only about six.

Three-Sheet: Why don't you post the other four around town?

Exhibitor: What's the use? I'm right on Main Street and everybody who comes to town necessarily passes by the theatre.

One-Sheet: What do you charge for admission?

Exhibitor: Twenty-five cents.

One-Sheet: Six one-sheets is costing you ninety cents. Ten one-sheets would cost \$1.15; in other words the additional four one-sheets would cost you but twenty-five cents. If they brought you in only *one* extra patron they would pay for themselves.

Exhibitor: Holy mackerel! I never figured it out that way, but I'll tell the world you are right.

Six-Sheet: By the way, do you use the Paramount trademark and the line "A Paramount Picture" in your advertising?

Exhibitor: What for? That doesn't do *me* any good.

Six-Sheet: It doesn't? How do you get that way? When you book a Paramount picture *we* know it is a Paramount picture and *you* know it is a Paramount picture but does *your public* know it? Not unless you insert the line "A Paramount Picture" in your advertising.

Three-Sheet: And when you stop to consider that for more than five years Paramount National Advertising has hammered home to the millions in America the fact that "A PARAMOUNT PICTURE" means "it's the best show in town," you can easily see what that line means to you in dollars and cents.

One-Sheet: This one fact alone should encourage

(Continued on page 8)

## "A Trip Thru the Morgan Lithograph Plant"



When lithographs have been printed they are collated and folded and stored for shipment. These photographs show the Folding Room and the Shipping Room and a group of the force which takes care of these duties.

### A Letter

Mr. W. W. Caldwell, Accessories Manager of our Oklahoma City Exchange, recently received the following letter from Mr. Robert O. Jordan, Manager and owner of the Dixie and Rialto Theatres at Cushing, Oklahoma:

"Dear Mr. Caldwell:

"I certainly was pleased with the rubber stamps that you had made for me; they were just what I have always wanted and have tried to obtain but didn't seem able to do so until you did it for me.

"Please accept my thanks for the trouble you were put to—that's service with a capital S."

### The Accessories Manager's Dream

(Continued)

you in the liberal use of Paramount accessories because every item of Paramount accessories includes that money-making line.

Exhibitor: Kamerad! I give up! You boys are absolutely correct. Thanks ever so much. I'm going to turn over a new leaf. Good-bye.

Chorus: Good-bye! Come again!

Six-Sheet: Do me a favor, will you? Tell that fathead Accessories Manager to get wise to himself and stop acting like a has-been.

Someone was shaking me vigorously and dimly I heard Herb. Elder's voice, "Hey, Sammy, wake up! Where do you think you are, at home, in bed?" Slowly I rubbed my eyes and pinched myself to make sure I was awake. "Well, isn't that *some* pipe?" asked Herb, triumphantly. "Yes," I admitted the fact and under my breath added, "and that was *some* dream, too." My head ached but my brain was in a whirl. Surely there was food for thought in that dream.

PEP *3-11*

### Accessory Jumbles

By Gertrude Price

We're 100% Paramount. Of course you know that's true, We've proven that in Accessories, so to you it's nothing new.

'Tis not so much just the thing you sell, as why, and how, and the kind, For nothing but the best of stock will stay in the Exhibitor's mind.

So we've sold Paramount accessories, the best that's ever made,

And the patrons number many who through the second show have stayed.

### Fresh from the Salt Pond

In closing our books for the sixth day of advertising on May 5, we totaled 787 one-sheets, 146 three-sheets, 91 twenty-four sheets, 225 insert cards and 26,300 heralds. Not much, but we will get there!

Mr. Charles Piercy, Accessory Shipping Clerk, of the Salt Lake Exchange, showing 100% Paramount, recently sold the idea to the large and small town exhibitors to use heralds, window cards, insert frames, fanfotos, etc. This was in connection with the roto-gravures which he sold to one of our larger accounts. We wish to thank Mr. Piercy for his splendid work. A. K. SHEPHERD.

### Figure This One

A man wanted a ticket to Dayton and had only a two dollar bill. It required three dollars to get the ticket. He took the two dollar bill to the pawnshop and pawned it for \$1.50. On his way back to the depot he met a friend to whom he sold the pawn ticket for \$1.50. That gave him three dollars for his ticket to Dayton. Now who's out the dollar?



## "A Trip Thru the Morgan Lithograph Plant"



When the various plates are ready they go to the press room which contains about 50 improved offset presses automatically fed by vacuum suction. These presses run about 2500 impressions an hour. Here are two views of the press room and a group of the pressmen and feeders.

### Talks by Bernie Freeman

(Special Sales Rep. in Sydney, Australia)

#### Final Instalment

Our Accessories Departments function on practically the same lines as those in America. Contracts are received from Exhibitors as an accessory order. Shipments of accessories are made up from the Accessory Department's copy of "Notice of Exhibition Dates" and by referring to the contract, the requirements are got. By reference to an alphabetical list of productions, which is kept in a conspicuous place in the Department, the bin number in which the accessories for the necessary productions are kept, is got. All accessories for one production are kept in one large bin number in which the accessories for the accessory.

Our Accessories Managers are all live boys, and seem to have the knack of displaying their goods in such a way as to make an impression on the visitor. One has only to be in eyesight distance of the Department to notice the attractiveness of displays made by banners, posters and photos.

We have made some record sales for Australasia. For instance, for "The Sheik" we actually sold—

180	24 sheets	1185	1 sheets
560	6 sheets	200,000	daybills
1105	3 sheets		

Of the Exchanges, the Sydney branch holds the record and sold on "The Sheik"—

50	24 sheets	305	1 sheets
160	6 sheets	8800	daybills
388	3 sheets		

Of this amount, the Globe Theatre, Sydney, bought 5,000 daybills and 20 24 sheets.

**Men are like corks—some will pop and others have to be drawn out. It depends on the stuff they have in them.**

### Pushing Our Product and Cooperation

By Donald L. Velde

Accessories Mgr., Peoria Exchange

Thru keeping in touch with the exhibitors and salesmen, we have been able to build up our business with great bounds. It is a great pleasure to go over our records from the first of the year to now, and find that our insert cards have more than doubled in sales. We are now selling from three to five times as many window cards as we did and five to seven times as many heralds. This does not only pertain to the items mentioned, but also to that of frames, roto sections, fanfotos and lithographs.

In studying the accounts of our exhibitors we constantly keep in contact with them, letting them know of our product and keeping them posted on all of our new items of accessories.

Each week I put on a special campaign on heralds, roto sections, frames, fanfotos and other items and the results are very encouraging. In our sales meetings I make known our product, keep everyone posted on it by talks and form letters to the salesmen and letting them know that we all should push our accessories, more.

Cooperation is a great thing and thru this cooperation with everyone, we are indeed very happy to say that our accessory sales have greatly increased within the last four months.

PEP *with a flourish*

### Salt Lake Accessory Quota

We have kept our heads above water every week excepting once (with our quota), and believe us, *we are not going to drown now!* Our motto "ONCE OVER—ALWAYS OVER."

From April 5 to May 5, we have ordered 358 twenty-fours from the Morgan Lithograph Co., Cleveland, Ohio, for the accounts in this territory.

# In the Foreign Field



## A New Era in Theatre Building

**W. R. Hoggan, General Sales Manager at Sydney, Australia, Predicts Greater Prosperity for Australian Exhibitors**

A new cra of theatre building, which has been in progress in Australia for the last twelve months, is expected to bring about much greater prosperity for Australian exhibitors than they have known in the past, in the opinion of William R. Hoggan, general sales manager of the Famous-Lasky Film Service, Ltd., of Sydney, who arrived in New York last week to attend the semi-annual convention of the Paramount sales force. During the month he will remain in the States Mr. Hoggan will confer with E. E. Shauer, director of the foreign department, regarding plans for the future development of the Australian sales organization.

"During the last twelve months there have been numerous additions to the first-class theatres in Australia," said Mr. Hoggan in reviewing conditions in his country. "The Carroll interests—E. J. and Dan—are building splendid theatres in Brisbane and Sydney, while Melbourne will soon have a new Capitol Theatre costing more than \$2,000,000, which will undoubtedly be the finest motion picture house in Australia. It will have a seating capacity of 2,000 and the facilities for the presentation of high-grade pictures will be the best our country can boast.

"Another new theatre is going up in Sydney, and six smaller houses are being constructed in the suburban district. Melbourne also has reported six suburban houses under construction, and other communities throughout the country have been engaged actively in eliminating the shortage of first-class theatres which has hampered the industry in the past. Adelaide has recently completed the Prince of Wales Theatre with a seating capacity of 2,500 and now lays claim to the possession of the finest theatre in Australia.

"During the last year we have enjoyed the greatest business in its history. 'Blood and Sand' ran for eight weeks at the Globe Theatre in Sydney, following which it was presented simultaneously in three large theatres for one week. Another great Paramount hit was Cecil B. DeMille's 'Man-slaughter,' which also ran for eight weeks at the Globe. Approximately 2,000,000 of Australia's 5,500,000 population is attending the country's 812 theatres each week, according to the latest Government tax returns, which is a good indication of the Australian exhibitors' prosperity.

"Some months ago we opened exchanges at Singapore, Straits Settlements, and Batavia, Java, where our pictures have been in great demand. In New Zealand the exhibitors are also enjoying a prosperous year, high-class pictures running for three weeks each in Auckland, a city of 150,000 population."

During his stay in the States Mr. Hoggan will attend the Conventions in New York City, Chicago, New Orleans and Los Angeles, with executives from the home office. He will sail for Sydney from San Francisco on May 29th.

## Mr. Hoggan and Bebe



While Mr. Hoggan was visiting our Long Island Studio, which by the way is the first time Mr. Hoggan has been in a motion picture studio, he was photographed with our very popular star, Bebe Daniels.

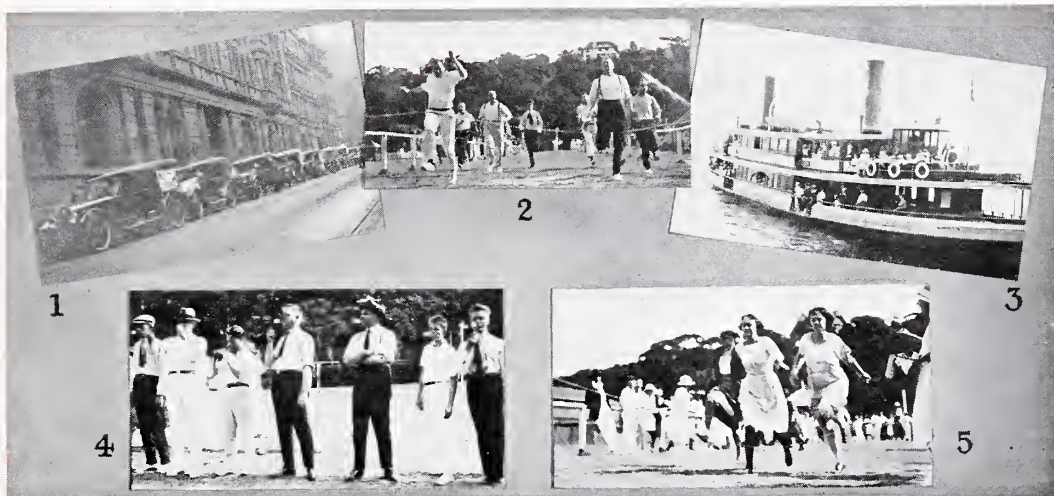
Mr. Hoggan arrived in New York the early part of May and attended the New York Convention. He will also attend the conventions in Chicago, New Orleans and Los Angeles, from whence he will leave for Sydney, Australia. He is General Sales Manager of our Sydney office.

Mr. Hoggan was very enthusiastic over his visit and said it was most interesting to one who had never been in a studio before.





## Proof of the Australian Merrymakers



When Australia has a party—in this case it was the initial Paramount Pep Club outing of the Sydney Office—they believe in telling us with photos and one glance at the above layout convinces us that their auspicious start is indicative of their living up to the ideas of PEP and PUNCH. The outing was held on the 27th of February.

Photo No. 1 shows the automobiles lined up in front of the office just prior to transporting members of the club to the picnic grounds.

No. 2 shows the finish of the executive handi-cap race which was won by S. O. Herbert at the extreme left. We can also see W. R. Hog-

gan a close second, Bernie Freeman third and Albert Deane down near the last—this being necessary in order to cover the publicity on the race.

No. 3 shows the good ship "Lady Carrington," the steamer which conveyed the members down the harbor.

No. 4 shows the line-up for the start of the egg and spoon race, Messrs. Hicks and Hogan being the two central figures.

No. 5 shows the exciting finish of the ladies' egg and spoon race—Mrs. John W. Hicks, Jr., is shown at the extreme left.

### Our Trademark in Korea



Every day brings a photo of one of our leading theatres in a foreign country and in each case they give prominent display to our trademark.

The above photo shows our Paramount trademark in Korea. This is the largest and best theatre in Seoul and presents our productions exclusively:

Another testimonial to E. E. Shauer's live sales force in this section of the world.

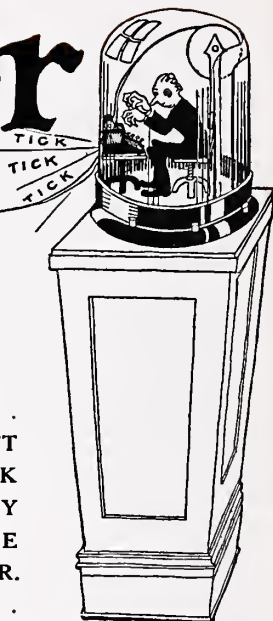
### Some Up-to-Date Posters



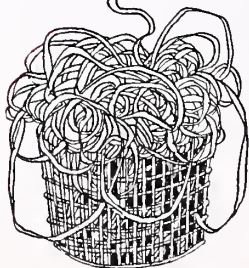
The above photo shows some splendid examples of Swedish made posters, made by Messrs. York and LeMat, our distributors in Sweden, Denmark and Norway.

Mr. Joseph H. Seideman, Assistant to Mr. E. E. Shauer, is pointing out to Mr. O. R. Geyer, in charge of Foreign Publicity and Advertising, the manner in which our trade-mark is made.

# Pep's Ticker



GOOD-BYE FOR A FEW MONTHS . . . THE CONVENTION WAS GREAT . . . DON'T FORGET US FOLKS, WE WILL BE BACK SOON . . . YOU OUGHT TO SEE HARRY BALLANCE WIELD THE GAVEL . . . WE THINK PEP DESERVES A REST . . . MR. BALLANCE IS SOME MODERATOR . . . WE HAVE BEEN PRINTED THREE HUNDRED SIXTY-SIX TIMES . . . G . . . F . . . D . . . S . . . MR. KENT TOLD US HOW MR. ZUKOR PLAYED SANTA CLAUS TO HIS LITTLE BIRTHPLACE IN HUNGARY . . . SINCE WE ARE THREE HUNDRED SIXTY-SIX ISSUES OLD WE ARE NO LONGER IN OUR INFANCY . . . H . . . U . . . I . . . JOHN CLARK'S CONVENTION SPEECH BROUGHT CHEERS . . . PEP'S NOT GONE, REMEMBER — ONLY ON A VACATION . . . MR. WEEKS ALSO SPOKE TO THE POINT . . . "THE LAW OF THE LAWLESS" IS A REAL PICTURE . . . THE CONVENTION FOLKS ALL SAY MR. KENT IS ONE OF THE BEST PLATFORM MEN OF THE DAY . . . F . . . E . . . W . . . R . . . B . . . LEON J. BAMBERGER JUST BACK FROM MEXICO . . . THE BANQUET WAS GOOD TOO . . . GENERAL LEJEUNE COMMANDER OF THE DEVIL DOGS VISITED STUDIO . . . TOMMY MEIGHAN WAS ALSO AT THE BANQUET . . . HOW THE FELLOWS CHEERED HIM . . . LESLIE WILKES, DALLAS BRANCH MANAGER, PAID H. O. A VISIT . . . T . . . R . . . Y . . . U . . . MR. WOBBER TOLD CONVENTION HIS PARAMOUNT WEEK PLANS . . . MR. BAILEY OF ATLANTA ALSO VISITED HOME OFFICE . . . HOME OFFICE EXECUTIVES GOT GREAT SENDOFF WHEN THEY LEFT FOR CHICAGO . . . SO LONG, FOLKS, FOR A FEW MONTHS.





# Pep's Last Look — For a Little While

## Philadelphia Quakes

By Eli

P. A. Bloch, branch manager, has been nominated for the exalted position of Shamus in the International Association of Expert Pung Chow Players. If Bloch gets any better playing Pung Chow he will be talking Chineesh.

Imagine this one! A girl film inspector was secretly married in September and revealed this interesting bit of information only this week. Merely another illustration what changes prohibition has wrought in this world of ours.

When Tony Moreno came over with John D. Clark to attend the annual event of the Eaglesville Sanitarium they were escorted to the place in Mike Landow's red-devil Packard. The day was slightly cloudy and a bunch of girls mistook our Mike for Tony and asked for his autographs. Not to disappoint the girls he called Moreno and nonchalantly bawled out—"Home, James."

A. C. Benson blew in this week from Washington, D. C., all hopped up over something. He won't tell us anything about it, but we think his act mopped up in that district as it did in our territory. The next time you see Benson ask him to repeat the Bolshevik speech he delivered to a lot of strikers in Allentown, when they applauded his musical act for an encore.

We've heard of fat men getting lazier, but the exception to the rule is John Harris, head of our Inspection Department. Every time his avoirdupois increases, he gets peppier. When and where will it all end?

## Bitter, Bitter Defeat!

By Bill Danziger

Pilfering sacks and cracking the well-known agonized turnip on its whoozis occupied the attention of the male cohorts of the Chicago Exchange last Saturday. Fox Films led out its most eminent diamondites. And it was a great altercation until the final stanza when Fox became rabidly insane and 11 tallies were pied up.

Final score—which made it a bawl game for Paramount, was 12 to 5.

For Paramount: Busch, Bolle, Hayman, Rosecan, Rowe, Danziger, Brown, Britz and Gorney.

Please omit flowers!

This means the Chicago Exchange's baseball team lost to Fox by a score of 12-5. Translator's note.

## Wilkes-Barre News

By "Bud" Gray

Mr. Earle Sweigert has just returned from an extensive trip over the territory covering the Key cities. Our genial branch manager says: he will make records in the Personal Pride Drive or bust a leg doing it.

Mr. E. D. Latham followed suit by visiting seventeen towns introducing himself and offers Paramount cooperation with a view to doing his share in the Personal Pride Drive.

The Paramount Pep Club will introduce itself socially at the Cinderella Ballroom, Monday evening, May 14th, with it's initial dance. It is expected that a goodly bunch of Pep Apostles will be on hand with their guests. A nine piece orchestra will cater to the devotees of "terp-sichore." The Cinderella Ballroom is bran' new, spacious, has bran' new lighting effects and every accommodation appropriate to a successful affair. Quite a number of out-of-town exhibitors and theatrical people are expected.

All our fair damsels have become ultra-modern and are having their locks clipped which of course, means that they have an eye for practical as well as ornamental things and this allows them to steal a few more winks in the morning. The girls are not wearing their ears—just bobbed. Ye! writer bets they are emulating the divine "POLA." In passing we say that it is most becoming and enhances their beauty.

"DUKE" Kehoe is taking electric-light treatments for the scalp and has acquired a beautiful looking tan. He says goodnight to the office gang and greets the scrubwoman in the morning without leaving his chair.

Mr. Waters, our accessories manager has acquired a Grant Roadster which we say is "SOME CLASS." ADIOS!!

## As if You Didn't Know It

Jack Kraft ankled into a Broadway eating place one night, but he couldn't make up his mind as to what dish he wanted.

"We have some nice, juicy and tender steaks," suggested the waiter, "and I assure you they are as tender as a woman's heart."

"Izzatso!" snickered Kraft—"then bring me ham and eggs."

"Mayn't I be a preacher when I grow up?" asked the small boy.

"Of course you may, my pet, if you want to," his mother replied.

"Yes, I do. I s'pose I've got to go to church all my life, anyway, an' it's a good deal harder to sit still than to stand up an' holler."

## "The Covered Wagon" Arrives in Cleveland



You need only to glance at the above photo to see the hearty reception accorded "The Covered Wagon" when it arrived in Cleveland. It was heartily greeted by every member of our exchange there.

Reading from left to right in the photo they are: Miss Ipe, Al Kotelas, Mr. Sladdin, Ray Morris, Jerry Krupka, John McGreevy, Miss Theis, Miss Jun, Mrs. Friedy, Miss Attwood, Miss Labowitch, Miss Cousins, Mark Cummings, three Paramount Exhibitors. On the wagon, Frank Harwood and Misses Trugman, Shields and Waltz.

## Boston Brevities

By Jad

As this goes to press, Gus Schaefer, salesman in Zone 4 (Western Mass.), leads in the 13 weeks' drive ending July 1st.

It is a close and exciting race.

PERSONAL PRIDE, coupled with PERSONAL EFFORT will surely bring home the bacon.

Another knockout! "THE NE'ER-DO-WELL."

We have all met Tom Meighan here personally and it's a pleasure to record our approbation of his genius.

For some reason this branch is rarely favored with visits from H. O. executives.

Therefore, we are more than pleased to announce a visit just paid us by Mr. Ballance.

He tells us it's like a visit to his old home town as he was at one time District Manager here.

Mr. Scates, our Branch Manager, has inaugurated a system that facilitates prompt booking of contracts. A card system indicates date each contract was submitted to booker.

This 1 to 31 file constitutes an infallible follow-up.

It puts the individual booker on his merit, gauging his efficiency under fire.

It's a good system because it WORKS.

## Atlanta Arcs

By Mabel B. Akins

M. L. Stevens, our peppy zone four salesman, was in the Exchange during the past week, having just completed a very successful trip thru his zone.

Our picnic on Sunday, April 29th, participated in by all departments of this Exchange, was a great success. The party journeyed out to Jester's Old Mill where the usual picnic features such as boating, bathing, fishing, etc. were enjoyed.

With the coming of Spring comes the desire for the new home. Thus our Branch Manager, Mr. Dave Prince, has just completed the building of his beautiful country home on the Roswell Road.

Quite a few of our young ladies have joined the class that aspires to get fat—and drinking sweet milk seems to produce the result. So it is often heard around the exchange "Just think I have gained two pounds" or "next week I am going to start drinking six pints a day."

## A Happy Trio



You all know who the gentleman on the left is without looking twice, but the other two are Mrs. Theodore Roberts and Mr. Leslie Wilkes, Branch Manager of our Dallas Exchange.

When Mr. and Mrs. Roberts were in Dallas they of course couldn't leave without first visiting our Exchange there.

Everyone there welcomed the Grand Old Man with open arms, for they are always glad to see him and he is most popular with everyone.

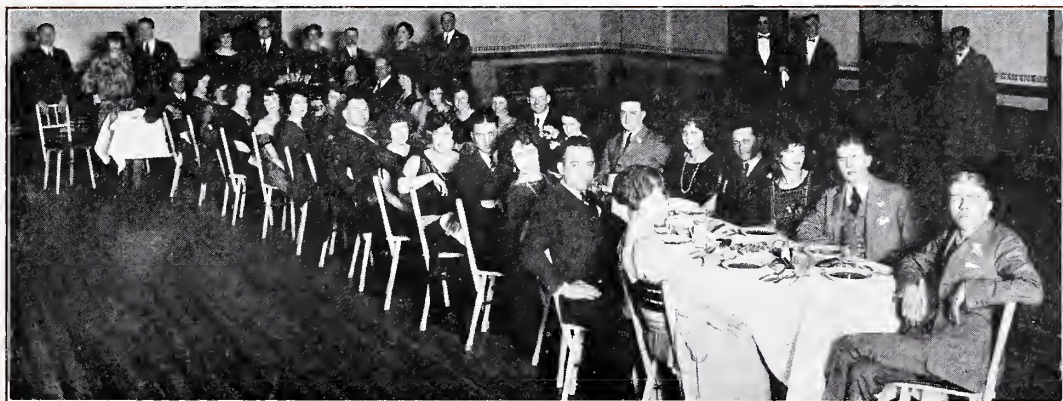
Rea—"Liza, what fo' yo' buy dat odder box of shoe blackin'?"

Liza—"Go on, dat ain't shoe blackin'; dat's my massage cream."

—Burr.



## Paramount Follies—The Hit of the Year



**Buffalo Office—Children of Jazz—Put on a Musical Extravaganza in Two Acts and All Make Merry at a Surprise Birthday Party Given in Honor of Allan S. Moritz, Branch Manager**

By "Pat"

Another Red Letter Day on the Paramount Pep Joy Calendar, April 21, 1923, when the entire Buffalo Office assembled at the Lafayette Hotel preparatory to an evening of fun which will linger long in the memory of all those present and particularly Mr. Moritz, to whom it came as a complete surprise. At six o'clock Earl Brink, the Technical Director in charge of transportation, gave the starting signal and the long line of 1923 Models slowly wound their way through heavy traffic to the River Road, along the bank of the Niagara, arriving one hour later at Brown's Hotel, Tonawanda, N. Y., where everything was in readiness for the first act.

There was none of the usual "We have with us tonight—" parley. It was just an informal dinner. At the suggestion of R. L. Williams, the Art Director, the place cards were very cleverly caricatured by Burton Henning, presenting in grotesque fashion the personalities or idiosyncrasies of each individual. Just before Mr. Moritz cut the Birthday Cake, Miss Madge Bellamy, a First National Star, was introduced. Miss Bellamy was en route to Niagara Falls and she stopped over to congratulate Mr. Moritz on his thirty-first birthday and wish him many happy returns of the day. She commented on the fact that her pictures were not getting representation in the Buffalo territory during the week just ended and it was obvious that 31st Annual Moritz Week had gone over the top one hundred per cent.

The demi-tasse was just passing when Clayton Pfeiffer's Symphony Orchestra rolled out the Royal Garden Blues. Someone shouted "On With the Dance," and the party was under way.

If there was any relapse into seriousness at all it was only for an interval when Malcolm Williams, with all the felicity of diction at his command, voiced the sentiments of all in expressing the feeling of respect and esteem which everyone has for Mr. Moritz.

F. Ray Powers wrote the book and lyrics. They were written in the lighter vein so that no mood should be long maintained. There was sentiment, mild flirtation and the nuances of small talk, all with self-control and politeness.

### Jersey Jingles

By "Essie"

The greatest convention in the history of Famous Players is now an inspirational memory.

The Jersey exchange was not only very much represented but it was also very much heard. Ask Al Gebhart!

Much to everyone's disappointment there was no Miss representation. Is it possible that the women are considered a "side issue"?

Messrs. Kusell, Lee, Gebhart, Wolf, Weiman and Cohen who were fortunate enough to be among those present agree that the convention did them a lot of good.

And the three free meals they got didn't do them any harm either!

The banquet at the close of the convention came as a welcome climax. The food was edible, the entertainment was an eye-and-earful and the speeches were moderately loud and uproariously funny.

From a reliable source we hear that Betty Press, secretary to Mr. Kusell, will make a formal protest against any more conventions. It is rumored that Betty gained five pounds during the three days that our branch manager was away.

## Washington Exchange Steps Out



April 7 last brought out the smiling delegation from our Washington, D. C., Exchange, shown above, for their second annual dance at the Washington City Club.

Thru the efforts of F. M. Boucher, Chairman of

the Entertainment Committee, all had the time of their lives, dancing, by the way, to the strains of the original Peacock Orchestra, Washington's finest.

Harry Hunter, Branch Manager, can be seen in the centre of the photo standing next to the lady.

## Toronto Tattle

By George Smith

Ruth Gaynor, who is battling in Henrique Burns' Accessories League, is like unto the modest violet that blushes unseen. There was much surprise, therefore, when she announced she was going to see Arthur last week-end. It developed later that Arthur is the name of her home town.

Mabel Bray is a new addition to the accessories force.

Field Marshal Joe Ferte is marshaling his forces in the Maritime after his Winter campaign in the West. In addition to contracts, Joe brought in a story of a hotel owner in a small town who got to feeling so good about 3 A. M. that he routed out all of the guests and drove them into the street. That's all of the story Joe has told.

The golf season has opened, with the usual joy for Jack Arthur, who production manages for the Hippodrome, and corresponding gloom for Mr. Akers. The pesky balls just won't go where the boss hits 'em.

Lloyd Hatfield is still talking about that fishing excursion to his island off Nova Scotia. Sounds interesting, anyhow.

Patte cake, Patte cake, booker man,

Papa is booking as fast as he can.

Paramount Pictures will bring you much joy,

When you grow up to be a big boy.

Same being the war song of "Buller" Patte, in his midnight promenade with the young hopeful the stork recently delivered to the Pattee home.

Which reminds us that Cecil Nelson is the proud daddy of a baby girl.

## Des Moines Chatter

By J. E. Kennebeck

In a two days' visit to Des Moines, Phil Reisman, district manager, Minneapolis, effected a contract with A. H. Blank, owner and director-general of a chain of theatres in Iowa and Nebraska, for the Paramount "Super-39." Of course, A. W. Nicolls, branch manager, Des Moines, and R. D. Thomson, Omaha, figured prominently in the completion of the contract.

"I've heard of specials before," confided Mr. Blank to Mr. Reisman, "but Paramount certainly has a series of 'em here."

Mr. Reisman is always welcome in Des Moines.

Phil Reisman gratefully acknowledged the receipt of a gold pen and pencil which the Des Moines exchange office force presented to him for Christmas. A. W. Nicolls, branch manager, tendered thanks to the office force for their remembrance of him with a traveling set.

Miss Edith Grey of the contract department is now ready for the filming of her next production, "SKATING A LA CARTE."

A girl of the outdoors, Miss Grey finds interesting sport in donning her Alaskan hiking apparel for a skating skit of Sunday afternoons. "Great sport," she says.

W. E. "Bill" Barker, head booker, turned an impromptu salesman t'other nacht when he did a Lewis & Clark lope to Valley Junction, Ia., for Paramount. "Bill" talked Paramount and sold Paramount; therefore he called it a "night."

In words clear and forceful, Jack Curry, accessories manager, promised Mr. Nicolls, manager, his quota and then some in the sale of accessories during the next six months. Indirectly, Jack's pledge goes to Mel Shauer, thence to Mr. Kent. Jack is a doer.



# Pep-CALENDAR

SUNDAY	PEPDAY	PEPDAY	PEPDAY	PEPDAY	PEPDAY	PEPDAY
<p>for <b>MAY</b> BY TERRY GILKISON</p>	<p>1 <b>QUEEN OF MAY!</b></p> 	<p>2 <b>KING OF MAY</b> (AND EVERY OTHER MONTH)</p> 	<p>3 J.J. MCCARTHY SIGNED BY US TO HANDLE "THE COVERED WAGON" BOYS AND GIRLS IT'S GOIN' TO MAKE HISTORY FOR THE ENTIRE INDUSTRY -</p> 	<p>4 <b>LOYALTY</b></p>  <p>ARBOR DAY WATCH THIS BEAR FRUIT</p>	<p>5 <b>GO TO IT!</b></p>  <p>26 MORE DAYS TO GO OVER THAT QUOTA LINE!</p>	
<p>6 <b>FORE!</b></p> 	<p>7 <b>WHEN I'M BUSY!</b></p> 	<p>8 <b>CONVENTION AT HOTEL PENNSYLVANIA H.G. BALLANCE AND HIS ICE DIVISION HELD FORTH</b></p> 	<p>9 <b>THEN THE BANQUET IN THE EVENING!</b></p> 	<p>10 <b>MOVE ON TO BETTER BUSINESS</b></p>  <p>MAY - MOVING MONTH</p>	<p>11 <b>TOMORROW STARTS TWO DAY CONVENTION IN CHICAGO!</b></p> <p>GEORGE KEEN DIVISION HOLDS FORTH IN THIS ONE!</p> 	<p>12 <b>OH, BOY! DON'T A GOOD WEEK MAKE YOU KEEN!</b></p> 
<p>13 <b>Mother's Day</b></p> 	<p>14 <b>OPENING OF TWO DAY CONVENTION IN NEW ORLEANS</b></p> <p>ENTIRE SOUTHERN DISTRICT EMBELLED FOR THIS ONE</p>	<p>15 <b>SW SUPER 39</b></p>  <p>COMET GETTING BIGGER AN' BIGGER</p>	<p>16 <b>MAY THEY COME IN FLOCKS!</b></p> 	<p>17 <b>CONTRACTS</b></p>  <p>GOOD CATCH!</p>	<p>18 <b>The COVERED WAGON</b></p>  <p>CROWDING 'EM IN!</p>	<p>19 <b>OH, MA!</b></p>  <p>SATURDAY NIGHT - ANOTHER BATH ROOM SCENE</p>
<p>20 <b>LET'S GO TO THE MOVIES!</b></p> 	<p>21 <b>LOS ANGELES CONVENTION OPENS</b></p> 	<p>22 <b>BOYS ARE STILL HOLDING FORTH AT HOTEL AMBASSADOR LOS ANGELES 2ND DAY WEST COAST CONVENTION</b></p>	<p>23 <b>CONTRACTS</b></p>  <p>MAY FLOWERS</p>	<p>24 <b>PERSISTENT EFFORT PAYS</b></p> 	<p>25 <b>HURRAH! LANDED ANOTHER CONTRACT</b></p>  <p>MAKE IT A "MERRY MONTH OF MAY -</p>	<p>26 <b>CONTRACTS THE END OF A PERFECT WEEK</b></p> 
<p>27 <b>I SWAN! THEM LETTUCE IS BEANS!</b></p> 	<p>28 <b>WILL YUH LOVE ME IN DECEMBAH AS YUH DO IN MAY - AH!</b></p> <p>TODAY'S SONG!</p> 	<p>29 <b>B-Z-Z-NESS!</b></p>  <p>FIRST JUNE BUG!</p>	<p>30 <b>DECORATION DAY</b></p> 	<p>31 <b>JUNE BRIDES AND GLOOMS ARE NEXT!</b></p>  <p>CUPID</p>	<p>THOSE COMING IN LATE MAY REMAIN FOR THE NEXT PERFORMANCE!</p>	

## Indianapolis Inklings

By Fred E. Walters

Our honors for being the oldest member of the Indianapolis Exchange have shifted their resting place since the departure of A. R. Mueller, formerly Accessories Manager at the office of the Cincinnati Exchange, where he is assuming like responsibilities.

Brother Mueller was just as sorry to leave Indianapolis as the members of the Indianapolis office were sorry to see him go. Mr. Mueller was one of the first to come here to establish the Indianapolis Exchange and has been located in the city ever since.

"Art," as he was commonly known, had a host of friends all thruout the Indianapolis film world as well as among the Exhibitors served by the Indianapolis office. Of course he is envied by some of us for his transfer to Cincinnati, in so far that he will be able to toast his shins by their family fireside and in the family domicile; his parents residing in Cincinnati.

It might not be amiss to mention at this time also that Art was rather anxious to get back to Cincinnati in view of the fact that he has recently become an uncle and before deciding whether he wanted the little niece to be a pickpocket or a shoplifter, he wanted to do right by the youngster and take the matter up personally. To the best of our knowledge, she will be able to give a good account of herself, as she is now nearly a month old.

## In a Cold Climate



No, we wouldn't want to be there now. From the depth of the snow it looks as though it would be pretty cold.

Mr. Fred Benno, salesman from our Minneapolis Exchange, is the gentleman in the picture and it was taken while he was in Rock Lake, N. D.

The picture bears testimony to the fact that Rock Lake was having a jolly well snowstorm when Mr. Benno hit the town, and the fact is that the snow was so deep that he had to beg a pair of skis to make his way from the hotel to the Opry house. This can be verified by looking closely at the photo and you will see Mr. Benno on the skis.

## A Fatal Stepper

By E. M. Orowitz



Dorothy Tecosky

In a secluded spot, in romantic-like atmosphere, amid profuse decorations suggestive of sunny Florida to the minutest detail even to genuine Southern palms, twenty-three young people sat around a festive board to extend felicitations, shower congratulations

and best wishes to one of their own who determined to take the "fatal" step in life!

The place is the Rittenhouse Hotel. The time, *Friday, April 13th*. The "fatal" stepper, Dorothy Tecosky, Secretary to M. S. Landow, Philadelphia Sales Manager. With her was her fiance, I. S. Wachs, a young Philadelphia attorney. The others present were office employees of the Philadelphia Exchange.

No one was more surprised than Miss Tecosky. Early in the afternoon she was presented with a silver tea set, a gift from her co-workers. Congratulations were offered. Everyone in the office seemed to be unusually well dated up that evening. Mr. Wachs was confidentially informed about the affair and he arranged with his fiancee to go out to dinner and then to the theatre.

Incidentally he took her to the Rittenhouse. As soon as the couple entered the private dining room where they were expected, the orchestra played "Here Comes the Bride." Now Miss Tecosky is titian-haired but her cheeks flushed so much at this unexpected outburst that her red hair looked pale by comparison.

The couple will be married at the Ritz-Carlton Hotel, May 27th.

Among those present were: M. S. Landow, Sales Manager, I. S. Wachs, Esq., Dorothy Tecosky, Raymond O'Rourke, Julia Barry, Bertha Laskin, Clara Kraftsow, Bertha Towne, Maybelle Bond, Mildred Levy, A. C. Benson, Harry E. Hunter, Manager Washington Exchange; Frank Fountain, Auditor; Francis Goldberg, Karl A. Suelke, the Cape May Sheik; Emma North, Nora Hennelly, Mrs. Shloss, nee Anna Mellon, H. M. Holloway, Harry Passarell and Eli M. Orowitz.

The committee whose efforts proved so successful that one of them bought a wrist watch with the excess assessments obtained were: Clara Kraftsow, Julia C. Barry, Bertha Laskin and Maybelle Bond.

Slater was absorbed in the evening paper when his young son's crying disturbed him.

"What is that child howling for now?" he demanded, irritably.

"He wants his own way," said Mrs. Slater. "Well," argued Slater, absent-mindedly, as his eye fell on a particularly interesting item, "if it's his, why don't you let him have it?"

—Corona Tips.



## Folks From Peoria



No. 1, Norman M. Dixon, Peoria Exploiteer, right, has just presented Milton Hirsch, Branch Manager, with a miniature Covered Wagon.

No. 2 constitutes the Booking Department in this lively exchange and from left to right they are: M. G. Sinclair, Assistant Booker; Mary McMannus, PEP Correspondent and Stenographer and F. M. Ondracek, Head Booker.

No. 3, the Accounting Department. From left to right: Helen Evoy, Walter Winsouer, Chief Acct., and Clara Jennings, Cashier.

No. 4 shows the busy crew from the Shipping Department: Harry Dittmer, Head Shipper; Ray Callender, Asst., and Jim Righthouse, Janitor.

No. 5, seven lively lassies from our Inspection Department: Mae Childress, Chief Inspector; Lillian Baucom, Ruth Wright, Hazel Fellows, Neosha Bruniga, Jessie Par and Dora Johnson. No. 6, the Accessories Department: Roscoe Zerwekh, Marie Lancelotte, Joe Griffin, Manager, and Donald Velde.

### Charlotte Cheers

By Alexander L. Hicks

Jack Kerin, our own smiling Jack, was at one time a big league umpire. Recently during one of the many screenings of Bella Donna Jack was giving it the double O. Along came the close-up in the tent scene, somebody jokingly remarked, "That's out." "I call him safe," cracked back Jack without thinking. Which brings us to remark that baseball gets in the blood and stays.

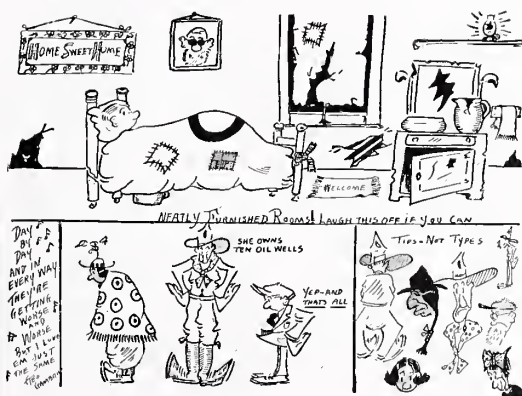
Allan Woodall, the original Pay Me blue singer, has just narrowly escaped having a nervous breakdown. An exhib. came in the other day and paid Allan twenty bucks too much and Allan ain't been the same since.

Ed Crowell, Booker De Luxe, has a new little Lizzie Coupe that can make fifty easy. And we echo 'Easy.'

There once was a little exhib.  
Who advertised simply ad lib  
Till a bold Exploiteer, said "Exhib. look a here  
Pull some stunts on the ones like the Rib."

Step high and wide boy; we're New Orleans bound.

### In the Styx



George Gambrill, Exploiteer out of our Oklahoma City Exchange, thinks that the best way to tell us about the small towns of Oklahoma is by the above sketch.

This conception was penned off by Gambrill himself after a visit to many of these small towns in which he had some very sweet experiences with the hot and cold rooms in the little hotels.

## A Few of Our Salt Lake Family



PEP'S cameraman recently caught several members of our Salt Lake Exchange during lunch hour with the result that they must bow to the readers of PEP.

No. 1 shows from left to right: Josephine Puhek, Ted Hackley and Salome Terrence.

No. 2 is our friend, Joseph A. English, Salesman of Zone 6.

No. 3 is another lively stepper, familiarly known as L. J. McGinley, Salesman of Zone 5.

No. 4 is none other than our good friend and Manager of the Shipping Office, Frank J. Smith.

### Columbus Makes Merry

Not to be outdone by the social activities of many of our exchanges, the Columbus office held a dinner dance last week and from the reports of "Abie" Krimmel, our Correspondent there, it went over in true Paramount fashion.

A delightful dinner was served in the Mandarin Hotel, Columbus, including chicken with all the trimmings.

Then, at 8:30, real jazz music directed by Stella Robinson, who did the stuff, put it over.

"Duke" Charles directed the grand march.

The other offices in the district made a fine showing for the event. Those present from the other exchanges were: H. A. Ross, District Manager, Charles Reagan, Indianapolis Branch Manager, J. E. Fontaine, Cleveland Branch Manager, Morris Milligan, Cincinnati Branch Manager, John D. Howard, Detroit Exploiteer and Sam Sladdin, Cleveland Exploiteer.

After closing hours at the Mandarin the delegation piled into machines and finished the party at the exchange.

"Speed" Odler—Yo' jest keep on pestivating, an' yo' is sho gwine to be able to settle a mighty big question for de sciuntific folks.

Bobby Wilson—What question dat?

"Speed" Odler—Kin de dead speak.

### Always Answer the Call



When you get the alarm don't sit back and debate whether you think it is a false one or not. A fine lot of ruins we would have around, if the fire departments figured thusly.

The same applies to your sales and the only difference being that many a fire alarm is turned into a fire—why—because the firemen (our salesmen in this instance) answer the call anywhere and stock up a sale.

ANSWER YOUR CALL.



## Call for Mr. Smith



When our friend Bill Smith, District Manager of Philadelphia, Washington and Wilkes-Barre, was sojourning in Watkins Glen for his health recently, he became acquainted with Howard E. Branch, Editor of Grinnell Topics, the house organ of the Grinnell Company of Providence, R. I.

Of course, our friend Bill did not realize that our friend Branch could shove a wicked pen on a cartoon and in consequence thereof, we are reproducing the latter's conception of the former going thru the routine at this famous health resort.

"Above are just a few illustrated pages from a diary I have been keeping while here," says W. E. "There are some other pages not shown, and believe me, boy, they're the goods."

"Page 4 shows me taking what might be called a Fire Department drill, only it ain't. Suffice to say the water is ice cold and then some."

"The picture on page 8 does not show me undergoing an operation, but is simply indicative of me taking a rub."

"Doubtless the illustration on page 18 will make you think of bathin' at Coronado. The only difference is that the limit of my ocean here is the edge of the bathtub instead of the continents that bound the Pacific."

Mr. Smith is now back on the job looking fine and feeling exceptionally well.

## Marion Brooks Married

Hearty congratulations, best wishes, all the luck in the world, success, happiness, and everything that goes toward complimentary remarks are extended to Marion Brooks, Secretary to Jerome Beatty at our West Coast Studio.

Miss Brooks relinquished the last part of her name in favor of McKinney and became the wife of Robert McKinney of our West Coast Studio.

Miss Brooks was the recipient of many congratulations, both from the East and West Coast, for she was with Mr. Beatty at the Home Office for many years prior to Mr. Beatty's transfer.

## Spoon Flivver Anthology

Here lie the remains  
Of Chester Sapp,  
He drove his car  
With a girl on his lap.  
—Washington Observer.

Poor Chester might still  
Have been alive  
Had he only taught  
The girl to drive.  
—La Monte Record.

The moral learned  
From this sad loss  
Is: Drive a buggy  
And a gentle boss.  
—Power Farming Bureau.

Ever heard about the woman who said: "There are about sixteen cases of flu in this church right now," and the bootlegger's wife who asked: "How many are there in a case?"

## On a Sunday Afternoon



After the big show was over—the big show in this case being the moving of the New York Exchange to their new quarters—PEP'S cameraman caught H. H. Buxbaum, District Manager, and Tom Kilfoil, Special Representative, in a restful mood—and believe me, they needed it, for as stated before in PEP, the moving of this exchange was an achievement in the one hundred per cent class in every respect.



## Lots of Stuff Coming From Long Island

By E. W. Wingart—Studio Publicity Manager

Maurice Campbell has completed the filming of "The Exciters," with Bebe Daniels and Antonio Moreno, at the Paramount Long Island Studio. The cast includes Burr McIntosh, Diana Allen, Cyril Ring, Ida Darling, Jane Thomas, Allan Simpson, and George Backus.

The final scenes for the picture, taken this week, were the most thrilling filmed. They showed an aeroplane crash in which Miss Daniels, as "Ronnie Rand," George Backus, and Allan Simpson escape death by a narrow margin.

The picture, which is an adaptation of Martin Brown's stage play by John Colton and Sonya Levien, tells a swiftly moving story of a young girl who seeks super excitement in life. Her dealings with a gang of crooks furnish many exciting incidents and the love story between "Ronnie" and "Pierre" is dramatic and picturesque.

Exterior scenes for the picture were filmed in Miami, Florida.

### "THE HEART RAIDER"

Final scenes for "The Heart Raider," a Paramount picture starring Agnes Ayres under the direction of Wesley Ruggles, were shot this week at the company's Long Island Studio. The picture now is being cut and titled to be ready for release early in June. With Miss Ayres in this production will be seen Mahlon Hamilton, Charles Ruggles, Frazer Coulter, Marie Burke, and Charles Riegal.

Jack Cunningham adapted the story from "Arms and the Girl" by H. R. Durant and Julie Herne.

### "HIS CHILDREN'S CHILDREN"

Sam Wood has arrived in the East from the West Coast to begin preparations for his forthcoming production of "His Children's Children," Arthur Train's story which Monte M. Katterjohn is adapting for the screen. The picture will be produced at the company's Eastern studio early in June. The only member of the cast, which will be an all-star one, so far chosen, is George Fawcett, who will leave the Coast soon.

Mr. Wood was accompanied to New York by Mr. Katterjohn, John Walters, his assistant, and Al Gilks, cameraman.

### WE'RE WAITING FOR IT, MISS NEGRI

Antonio Moreno, having finished his work in "The Exciters" with Bebe Daniels, has returned to the Lasky Studio at Hollywood where he will play opposite Pola Negri in "The Span-

ish Dancer," an adaptation of "Don Caesar de Bazan," which Herbert Brenon will produce.

### "THE LAW OF THE LAWLESS"

Dorothy Dalton will sail next week for Europe where she will spend the summer leisurely visiting towns in France, Italy, and Switzerland. She just recently completed "The Law of the Lawless" at the Paramount Eastern studio.

## In the Southland



Bebe Daniels

This is one of the latest photos of Bebe Daniels, taken in Palm Beach, Florida, where "The Exciters" company were making exterior scenes.

This is a new and attractive creation and most befitting Spanish type of Miss Daniels.



## Caught by the Camera



It was one evening in April,  
The morning had nearly past,  
The cameraman was on the job,  
To shoot Nita and "Pink" "at fast."

Nita Naldi and "Pink" Wingart, the latter in charge of publicity at the Long Island Studio, seem to be very busily engaged in rather humorous conversation. Nita is probably telling "Pink" of her new style creation, that of a towel on her head artistically draped with a black lace veil.

As to "Pink's" hat, well, it doesn't belong to him.

## Gen. Lejeune Visits West Coast

General John A. Lejeune, Commander of the United States Marine Corps, was a recent visitor at our West Coast Studio. It was his first visit to a motion picture studio and, coincidentally, the first actors he met were Leatrice Joy and Robert Edeson, who, like himself, are natives of New Orleans. Post No. 1 of the "New Orleans Exiles of America" was then and there organized between scenes of "The Silent Partner," in which Miss Joy, Mr. Edeson and Owen Moore are featured.

"The Silent Partner" is being directed by Charles Maigne, who, before becoming a motion picture scenario writer and director, was a war correspondent. He was stationed at Vera Cruz when Gen. Lejeune, then a Colonel, was in command of the Second Regiment of Marines in the 1914 occupation. For old time's sake they had their pictures taken together on the set.

Gen. Lejeune and his party went through the studio through the courtesy of Cecil B. De Mille.

## Sunrise Easter Services Filmed by Cruze

Sunrise Easter services at the Hollywood Bowl, famous the world over, were filmed recently by James Cruze, producer of "The Covered Wagon," for his new production, "Hollywood." Among the latest well-known screen people to work in this picture were Stuart Holmes and Noah Beery, who appeared in these scenes, with Bull Montana and others.

The Bowl is a magnificent natural amphitheatre in the hollow of the hills above Hollywood and the spectacle of the Sunrise service is one not to be forgotten by anyone who attends. The employment of hundreds of minor players made the effect in the screen shots most compelling.

Mr. Cruze is rapidly bringing this splendid picture to a close with many exciting situations as well as those provocative of laughter.

## Very Good, Eddie



Eddie Ellis

This distinguished individual is our good friend and co-worker, Eddie Ellis, who was the property man with the Meighan company during the filming of "The Ne'er-Do-Well." But his was is now am, for he has been promoted to property man in charge of the upper stage under George Van Winder at our Long Island Studio.

When you hear a bell ring and then a clear melodious voice yell "quiet," it is Eddie.

No Ellis Island was named after Eddie.

## Star and Scenarist



PEP'S cameraman in his wanderings around the West Coast Studio caught the above two prominent individuals engaged in conversation, namely, Jack Holt, star, and Clara Beranger, our well-known scenarist.

## New West Coast Publicity Director

S. R. Kent announced yesterday the appointment of Arch Reeve as West Coast Publicity Director for the Famous Players-Lasky Corporation, succeeding Adam Hull Shirk, who has resigned. Mr. Reeve's department will function as a part of the general publicity department under the direction of Charles E. McCarthy.

## Nita and Her Slaves



Here's the lovely Nita surrounded by her slaves—the boys behind the camera. Yes, you guessed it. Miss Naldi is none other than Cleopatra reincarnated in this picture. Allan Dwan, who produced "Lawful Larceny," played a rôle in this little drama—the clenched fist denotes—well, what does it denote? Hal Rosson, the cameraman, sits at the foot of the royal couch in blissful adoration. Dick Rosson, also seated, had to look that way because his wife was behind the still camera when the picture was taken.

The crew in the back, reading from left to right, are: Dave Reilly, grip; Lester Tracey, grip; Max Coolicks, props, Dan Durand, side props, Kenneth Styles, electrician; Leo Des Jardinier, electrician; Jim Delaney, set electrician; Harry Turey, electrician; and Ray Fitzgerald, electrician.

## Jack Cunningham at Work on Scenario for Meighan

Jack Cunningham, who adapted Emerson Hough's "The Covered Wagon" for the screen, has started work on the adaptation of Peter B. Kyne's novel, "The Light to Leeward," which will be Thomas Meighan's next picture. Irvin Willat, who has just completed "Fog Bound," starring Dorothy Dalton, will direct Mr. Meighan in the new picture which will be titled, "Homeward Bound."

"Jack" is now at our Long Island Studio up to his ears in work.

## Hail—The "Scarab Queen"

After her work in "Lawful Larceny," an Allan Dwan production being made at our Long Island Studio, Nita Naldi will deserve to be called the "Scarab Queen" of the movies. She wears the ancient Egyptian beetles in her hair, on her dresses, set in bracelets, and on her hands and feet. In fact, she is literally covered with scarabs in every scene in which she appears in the picture. Director Dwan conceived an Egyptian motif for Miss Naldi in this picture and it is carried out to the last scarab.

All of the scarabs which Miss Naldi wears had to be borrowed from private collections in New York and have an intrinsic value that is hard to estimate. One green scarab which adorns one of her lovely gowns is valued at \$2,500. She wears one headpiece with sixty-five scarabs in front and fifty-three in the back, which has an estimated value of \$10,000. One of a dozen different pairs of shoes which Miss Naldi wears in the picture has green scarab buckles.

Now let anyone who dares, dispute Miss Naldi's right to the title of "Scarab Queen!"

## Cody in Trim

Lew Cody, champion screen villain now working in "Lawful Larceny," and Jack Dempsey, heavyweight champion of the world, are good friends. So good in fact that Dempsey in wanting to do a good turn for Cody turned over to him one of his trainers, Max Kaplan, to act as a rubber and general handy man. Now Cody is not sure whether Dempsey was doing him a kind act or whether he contemplated the grooming of a ring opponent.

Kaplan has put Cody through such a course of training since he has been with him that the popular screen player feels like a regular prize fighter. At any rate Cody is being kept in fine condition for his work before the camera, which is not quite so strenuous as that in the squared circle.

## Attention, Girls!



Leatrice Joy

Leatrice Joy has discovered the height of economy, coupled with the best in appearance, by building this hat for the sum of 75c. In other words, a million dollar smile and a 75c. hat.

Girls, here's your know the secret, drop chance. If you want to a line to Miss Joy.



## Laskyville Villains

No. 8—MARGARET BENNETT



For this, our first villainess, we pick the young lady who holds forth in Mr. Lasky's West Coast office. Before we go any farther, we want to leave evidence behind us that we have been threatened with BOMBS in the event that we publish this villain-ness line of talk about her. Therefore, so that she may have nothing on us, we say not what we think but quote from three well-known Laskyville personages:

"I think I'll put an ad in the paper for a second Margaret Bennett," says one.

"How does she do it?" asks another. "Who ever taught her how to send everyone away with a smile?"

"With all the trials and tribulations of that office," says still another, "they can't seem to take the smile away from Margaret Bennett."

We'd like to give at least one little opinion of her that we have, but we're afraid of that bomb, and all we can say is that when you get a chance, do your level best to meet her. She's very sincere.

M. BROOKS.

## West Coast Visitors



Among those to visit the West Coast Studio recently were Mr. Jules Mastbaum, of the Stanley Circuit of Theatres in Philadelphia, and his mother.

They were photographed with three of our prominent individuals on the lot while there.

From left to right they are: Joseph Henabery, Mrs. Mastbaum, Walter Hiers, Jules Mastbaum and Jacqueline Logan.

## Mah Jongg at Its Worst



Gloria Swanson is not going to let either of these two gentlemen put anything over on her in the Mah Jongg game and is here taking her time debating a play that will mark her the winner.

Sam Wood, Director, at the left, Huntly Gordon, right, are waiting very impatiently for Gloria's next move.

## On the Astoria Lot



The first exterior scenes on our Astoria lot since the reopening of the Long Island Studio here were taken by Ralph Ince for the Dorothy Dalton picture, "The Law of the Lawless."

Mr. Ince can be seen talking to Miss Dalton in front of a little vegetable stall, while Arthur Cozine, Asst. Director, is but a few feet away.

In the front foreground we have Bill Miller, cameraman for Mr. Ince, Jack O'Neill at his right and Paul Vogel at Miller's left.

Florence Keating, Continuity Clerk, is seated at the extreme right.

In the left under the umbrella are Sid Clifford and our famous Bill Johnson, property man.

*THE END*

# Pep's Lit'ry Jag—

## JOHNNY FLIVVER

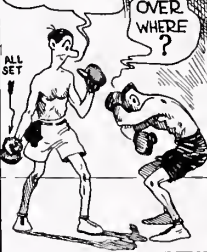
THE GUY YOU'RE GONNA BOX WITH IN THIS SCENE IS A BIG BOOB — HE WOULDN'T GO ON UNTIL I PROMISED THERE WOULD NOT BE ANY ROUGH STUFF — WE'VE GOTTA STAGE A 'KNOCK-OUT' SOMEHOW SO GET THIS RIGHT



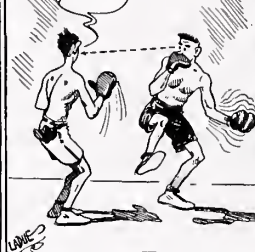
—YOU HAF TA KNOCK HIM OUT BEFORE HE GETS WISE — SO JUST SAY TO HIM, "WHO'S THAT OVER THERE?" — AND WHEN HE LOOKS AROUND — SLAM HIM! — IT'S AN OLD TRICK BUT HE'S PRETTY DUMB — WE'LL BE READY WITH THE CAMERA TO SNAP THE KNOCK-OUT!



HEY STUPID! WHO'S THAT OVER THERE?



WHY — OVER THERE! — SEE?



A-AH! DARN YA! DIDN'T I TELL YA IT WAS AN OLD TRICK? YA PUT ONE OVER ON YOURSELF! SIMP!



## TWISTED WIRES!

Miss Peaches—"Henry, dear, what is the translation of the motto on the ring you gave me?"

Henry—"Faithful to the Last!"

Miss Peaches—"The last! Oh, Henry, how horrid. Why, you have always told me that I was the very first!

—Burr.

## "The Old Homestead"

By Kenneth Renaud

Paramount Exploiteer—Salt Lake

Paramount has a corking new star  
Whose initials are simply T. R.,  
He's the choice of the crowd  
And they shout long and loud  
"That's him, see his great big cigar."

"The Old Homestead" is standing, they say  
Where it has stood for many a day,  
But a cyclone raged round  
And, with a terrible sound,  
Blew the rest of the town all away.

If unusual pleasure you seek  
See the Paramount Picture this week;  
You'll sigh and you'll smile  
While you yell all the while  
And you'll laugh till your sides fairly creak.

Let's go to the Paramount Show  
To see "The Old Homestead" you know,  
Of the plays that come here,  
It's the best of the year—  
Oh, hurry up, Ma, let's go.

A Paramount Picture is here,  
We've been looking for it for a year;  
It shows the old days  
When the women wore stays  
And there were no restrictions on beer.

You will think of the days long ago  
When you see the big Paramount Show,  
"The Old Homestead" is its name  
And it's well known to fame  
For it's played several decades I know

## The Decision

"I'll toss a coin and see what we are going to do this evening. If it's heads we'll go to a dance; if it's tails we'll go to the movies; and if it stands on edge we'll stay home."

## "BE A SALMON"

NEVER GIVE UP 'TIL YOU REACH THE TOP





## Pomes, Art, and (Yep) Jokes

### PROPS



### TUT!-TUT!-PROPS!



### Let George Do It

Let George do it! You've heard the phrase  
Twisted around in a thousand ways;  
Meaning, "The job is not for me,  
I haven't time, or I cannot see  
The sense or reason in what you plan,  
So let George do it, for he's your man!"  
And George does he—he doesn't stall  
Or shirk and dodge it or whine and crawl,  
You can rely  
On George, that guy  
Is there to do it—and do it all!

And who is George? He's the goof absurd,  
The easy mark and the patient bird,  
Who thinks that duty is not a whim,  
But something worthy of strength and vim!  
And the weissenheimers, too wise to drudge,  
Say "Let George do it"—and never budge.  
And George does it. He doesn't say,  
"Oh, I'm too busy to work today!"  
Believe me, bo,  
Old George will go  
And do that job in the proper way!

Yes, George does it, the poor old dunce,  
Till the wise boys find out all at once,  
That George, the willing and eager chump,  
Is giving the orders around the dump.  
"Let George do it," was what they said,  
And George did it, and forged ahead!  
"Let George do it"—but say, old scout,  
Don't be too cocky when he's about,  
But use your knob  
Upon the job  
Or George will do it—and throw you out!  
—SUBMITTED.

### A Bad Acquittal

A negro charged with stealing a watch had been arraigned before the court. The judge was not convinced that he was guilty, and said: "You are acquitted, Sam." "Acquitted," repeated Sam doubtfully. "What do you mean, judge?" "That's the sentence; you are acquitted." Still looking somewhat confused, Sam said: "Judge, does dat mean I have to give the watch back?"

### "When a Feller Needs a Friend"

Teacher—Why, Jimmie, is it true that your mother has diphtheria?

Jimmie—Yes, ma'am.

Teacher—But don't you know you mustn't come to school; you might get it from your mother and then give it to the whole class?

Jimmie—No, ma'am; it's only me stepmother, an' she never gives me nuttin'.



## Who's Who in Art



Ever since the inception of PEP, you have witnessed front covers, cartoons and unique drawings of every description thruout the magazine.

Our Art Department, under the supervision of Vincent Trotta, has created a map in the industry of who's who in art, the work on PEP being a very small part of the tasks of this department.

You need only look at the above layout to recognize many famous works of art by this department and we extend our hearty thanks

and appreciation to Mr. Trotta, Lillian Stevens, Secretary, and the entire department for their admirable cooperation at any time and at all times.

In the circle is Mr. Trotta and in the photo left to right, front row, are: Charles Strobel, Saul Schiavone, Miss Lillian Stevens, Secretary to Mr. Trotta, William Williams and Phillip Schaeffer.

Back row, left to right: Harry Hochfeld, Charles Ross and Lewis Cohen.





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Department of Film

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